JUNE 22, 1953

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Sets Up Music for TV on Film Page 34B

McDaniel Acting KTMA Head; League Chairman Page 37

House Considers FCC Commissioner Page 56

ATURE SECTION ...ents on Page 83

22ND year

NEWSWEEKLY RADIO AND TV

MINNEAPOLIS JULY 17-26

Aquatennial Time!...

in Paul Bunyan Land

BIG is this Summer Northland Mardi Gras among the lakes of Paul Bunyan's legendary domain.

BIG—and unique—is the position of WCCO-Radio and Television in this market of 3 Million working, playing, buying people . . . reaching more radio homes in 82 counties than any other station!

BIG is the sales potential for you . . . and minute the cost when WCCO—alone—can deliver your message to the Radio and Television homes of the Minneapolis-St. Paul market.

Famous Visitors include Arthur Godfrey, the Little Godfreys, Bob Hope; generals, princes, and V.I.P.'s too numerous to mention.

PUBLIC LIBRARY
JUN 23 1953
DETRO

Above
JOANNE MELBERG
Queen of the Lakes

RADIO 50,000 WATTS 830 KC

WCCO

CBS

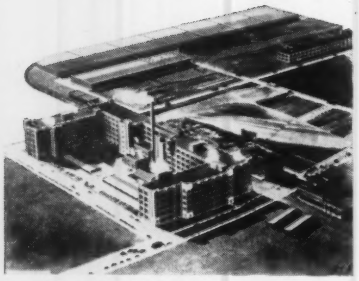
MINNEAPOLIS • ST. PAUL

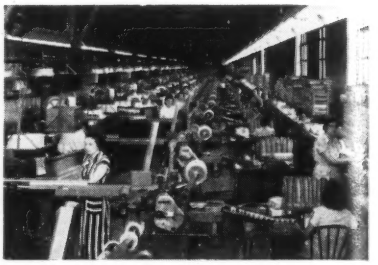
100,000 WATTS TV Channel 4

National Representatives Radio Spot Sales

National Representatives Free and Peters

XUM





BROWN & WILLIAMSON DOES A COMPLETE JOB

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

Brown & Williamson Tobacco Corporation offers the ultimate in smoking pleasure *plus* health protection in their Viceroy Filter Tip cigarettes. Careful attention and expert handling, from the selection of choice tobacco to the manufacture of the filter tips, have built Viceroy into the biggest-selling filter tip cigarette in America today.

Havens & Martin, Inc. Stations know, too, the pay-off that comes with experience, skill and service. Their audiences have grown larger and more loyal with each passing year. Advertisers today buy these First Stations of Virginia almost by "second nature." *Your* pay-off in the rich market around Richmond will come easily when you rely on WMBG, WCOD and WTVR.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

The TIME of Your Life—

on the

New WJAS AM & FM

MONEY

THE ~~SUNNY~~ SIDE OF THE DIAL

IN THE MORNING . . .

With "The Bill Brant Show". The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market.

IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".

ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

Serving the GREATER PITTSBURGH Metropolitan Area . . .

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Thousands Cheer

MAXIMUM POWER For KRLD-TV

NOW
100,000 WATTS VIDEO
50,000 WATTS AUDIO

NORTH TEXAS' MOST POWERFUL TELEVISION STATION

We will cease to worry about Waco not having a TV station since you so kindly came to the rescue.

(Waco Viewer-letter, 90 air miles distant)

DALLAS - FORT WORTH COMBINED IS AMERICA'S 17th LARGEST TV MARKET

Television Digest Says:

DALLAS	**AMERICA'S 24th LARGEST URBAN TV MARKET**	**137,202 Sets**
FORT WORTH	**AMERICA'S 51st LARGEST URBAN TV MARKET**	**75,348 Sets**
COMBINED	**AMERICA'S 17th LARGEST URBAN TV MARKET**	**212,550 Sets**

April 1, 1953

THE SOUTHWEST'S LARGEST TELEVISION MARKET
TOTAL KRLD-TV'S COVERAGE AREA
272,000
(Broadcasting-Telecasting)

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Branham Company, *Exclusive Representative*

closed circuit

BIG QUESTION in minds of NBC affiliates —will Frank White stay as president of NBC?— was answered in definite affirmative by Mr. White, who Brig. Gen. David Sarnoff has said is one who'd make that decision, on return to desk Friday after European vacation (early story page 64). Almost at point of exhaustion when he left in May, Mr. White described himself on return as rested, in good shape, planning to continue on job.

★ ★ ★

IF AN advertiser wants to use "teaser" ads on radio or TV, he's going to have to use ingenuity because FCC holds that commercial announcement must include name of firm or product footing bill. That was ruling of Commission two weeks ago after inquiry by Washington attorney in behalf of several clients who had been offered such spot advertising. FCC's reply advised that Sec. 317 of Communications Act unqualifiedly requires adequate identification.

★ ★ ★

IF AND WHEN FCC considers RCA petition for approval of compatible color, expected "before July 1," FCC will be confronted with question whether proceedings can be handled without hearings. Formal hearing can be waived, under Administrative Procedures Act, which provides simply that Commission must give notice and offer opportunity of submitting comment. Hence, whole matter could be handled "in writing." Hearing prospect would depend upon whether conflict of interest would arise, after which FCC can determine whether formal hearing is necessary (see story page 94).

★ ★ ★

ALL SIGNS point to one year extension of contract amendment whereby CBS Radio guarantees not to alter radio rates downward for one year period from August 24, 1953. Requirement that 85% of network domestic rate card vote for extension was all but fulfilled last Friday, according to William A. Schudt, CBS Radio station relations vice president. Vote, only seven working days after letters were mailed, exceeded 65%, with more than 100 of 170 "rate stations" already having responded.

★ ★ ★

THIS WEEK could be one of biggest of year for FCC annals. Among tentatively scheduled topics: Revision of rules designed to speed up TV hearings and actions; clear channel-daytime skywave case; first full-fledged decision in comparative hearing case (KLZ and Denver Television Co. bid for vhf Ch. 7) wherein examiner recommended KLZ grant and FCC expected to spell out broad policy on hearing cases; appointment of new examiner teams in anticipation of Congressional authorization for July 1 fiscal year; other personnel appointments.

★ ★ ★

ONLY STATE of 48 not having TV station or construction permit—Vermont—may receive special treatment from FCC. Because of unique situation, Commission this week may set for hearing, with first priority, competitive applications in state for Ch. 3 (WCAX Broadcasting Corp. and Colonial Television Inc.). That would leave way open to set up single processing line expediting hearings based on need of service, originally proposed by Comr. Bartley. Comr. Doerfer expected to bring in plan using mathematical formula to guide hearing priorities, including population, existing service, etc.

★ ★ ★

OLD LINE Democrats on NARTB Board reportedly viewed with jaundiced eye luncheon session last Thursday with GOP Committee Chairman Leonard W. Hall. Why, they ask, hadn't Democratic Committee Chairman Stephen Mitchell been invited, too?

★ ★ ★

REPORTED but not confirmed—that NBC's TV engineers have new color kinescope process far enough along to give initial showing to network's top executives in near future. Details of system so far have been kept securely within lab, but understood developers highly enthusiastic over its future.

★ ★ ★

CREATION of two new RTMA committees and recommended change in name of organization to Radio-Electronics-Television Mfrs. Assn. intended to bring in such companies as Hughes Aircraft and others manufacturing electronics (but not commercial radio-TV) equipment. These firms would have equal voice in RTMA activities. Change from RTMA to RETMA still subject to membership vote.

★ ★ ★

PROPOSED restoration of Rule 1 (d) to exempt professional baseball from anti-trust laws may not have as easy sailing through Senate or House as it had through Senate subcommittee and full committee. It takes only one vote to block calendar consideration in Senate [it happened first last Thursday] and there are signs that more than one member of that body will want further information. Moreover, some Senators said to view quizzically Sen. Edwin C. Johnson's all-out support of measure when he is president of the Western League.

★ ★ ★

SEN. EDWIN C. JOHNSON (D-Colo.) is picking up unexpected support in Senate from Republican colleague Everett Dirksen (Ill.). Sen. Dirksen now considering floor speech or statement supporting Johnson bill. Real reason why Sen. Dirksen asked bill be held up was to review baseball broadcast situation. Illinois legislator has received strong protest from minor league players in his state charging their jobs are in jeopardy because of minor league territory "sandwiching" caused by big league broadcasts of Chicago White Sox, Cubs and St. Louis Browns, Cardinals games.

★ ★ ★

GETTING READY to lay out estimated $3.5 million on new morning TV shows, plus additional expenditures contemplated to strengthen radio programming, NBC intends to take close look at its current spending in quasi-economy move calculated to make sure it's getting full money's worth in all departments.

IN THIS ISSUE

LEAD STORY

FCC acts to discourage "strike" applications filed to delay television grants. Some cases may be referred to the Justice Dept. *Page 31.*

ADVERTISERS & AGENCIES

Four sponsors buy network television. *Page 33.*

FILM

The Katz Agency sets up a subsidiary to buy TV films for station clients. *Page 34-A.*

BMI establishes TV film music department with first aim to acquire performing rights. *Page 34-B.*

TRADE ASSOCIATIONS

NARTB radio board okays parts of revised radio code, but some dispute remains on advertising standards. *Page 34-D.*

NARTB television board gives push to proposed million-dollar-or-more research project to measure TV station and network circulation. *Page 35.*

RTMA sees happy future, with TV set production in first half of 1953 promising to outstrip any other six months in history. *Page 37.*

Advertising Federation of America takes close look at radio-TV. *Page 40.*

STATIONS

Sixty-one more TV stations plan to begin operation by fall. *Page 48.*

GOVERNMENT

With Comr. Walker's term about to expire, the Administration steps up its inspection of FCC candidates. As of last week the job still seemed up for grabs. *Page 56.*

NARTB protests Senate bill that would permit organized baseball to restore league restrictions on radio and television rights. *Page 60.*

NETWORKS

NBC may divorce radio and television operations in some departments. *Page 64.*

PERSONNEL RELATIONS

James C. Petrillo tells networks he won't tolerate AFTRA infringements on his AFM domain. *Page 78.*

FEATURES

How a real estate firm sells houses by radio. *Page 85.*

The inside story of the radio war, told for the first time in any magazine by the former chief of the Voice of America. *Page 86.*

Will there be color TV by Christmas? A special B•T article gives the answer. *Page 94.*

UPCOMING

June 21-25: Advertising Assn. of the West, Fairmont and Mark Hopkins Hotels, San Francisco.

June 25-27: Florida Assn. of Broadcasters, Empress Hotel, Miami Beach.

July 1-2: Hearing on North American Regional Broadcast Agreement, Capitol, Washington.

(For Other Upcomings, see page 82)

people are impor

Kendig C. Bare, Mayor, Lancaster, Pa.
"sincere thanks and appreciation for excellent cooperation and assistance given the City of Lancaster"

Tri-County Crippled Children's Association, Inc., Harrisburg, Pa.
"your public service cooperation an important factor in over-all success of appeal"

Woman's Auxiliary, Good Samaritan Hospital, Lebanon, Pa.
"extremely appreciative of fine public service you have rendered in generously contributing free time"

Pennsylvania Highway Safety Education Association
"congratulates you for special features . . . friendly, helpful spirit"

Office of Commissioners of Berks County, Reading, Pa.
"sincere thank you for ourselves and in the name of all residents of Berks County"

York Safety Council, York, Pa.
"invaluable role that your station has played"

Pennsylvania State College Division of Agricultural Extension
"your cooperation and the results a standard for future television arrangements"

Lancaster Osteopathic Hospital, Lancaster, Pa.
"our thanks to you for the excellent publicity tendered us by your organization"

Society for Cerebral Palsy York County, Pa.
"gratitude for fine services and contributions of your television station"

Lebanon Co. Unit, American Cancer Society
"grateful for generous amount of time given us"

Family and Children's Service of Harrisburg, Pa.
"genuine interest in work of Red Feather helpful"

State Teachers College, Millersville, Pa.
"your station's offerings to the public are vital and interesting"

National Foundation for Infantile Paralysis, Inc. Lancaster County, Pa., Chapter
"invaluable public appeal and information carried by your station in large responsible for success of campaign"

Lancaster County Society for Crippled Children and Adults, Inc.
"splendid help, genuine service to community"

Dedication of General Carl A. Spaatz Field, Reading, Pa.
"without your assistance this great event would not have been possible"

York Safety Council, York, Pa.
"promoting highway safety . . ."

Lancaster Council of Church Women
"fine cooperation with World Day of Prayer"

Jewish Community Center, Harrisburg, Pa.
"many, many thanks for excellent coverage . . . your services to projects of public interest"

Visiting Nurse Ass'n, York, Pa.
"thank you for time and efforts in our behalf"

Community Chest of Lebanon County
"thank you for publicity given our Community Chest Campaign"

American Legion Auxiliary Lancaster Unit No. 34
"excellent cooperation a fine civic gesture"

Men's Brotherhood of the Progress Community Presbyterian Church, Harrisburg, Pa.
"most grateful for your kindness"

Young Women's Club of York, Pa.
"kind contributions to County Fair"

Bynden Wood, Auspices of YMCA, Reading, Pa.
"fine publicity and cooperation on Bynden Wood Music Festival . . ."

Lebanon YMCA Building Fund Campaign
"deepest gratitude for generous contribution"

YWCA, York, Pa.
"most generous response to your help and publicity"

Lancaster General Hospital, Lancaster, Pa.
"thank you for filming complete dedication exercises"

Lancaster, Pa., Little Theater
"your wonderful cooperation"

WGAL·TV

NBC CBS ABC DUMONT

Lancaster, Pennsylvania

And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them . . . sell them on WGAL-TV. Channel 8.

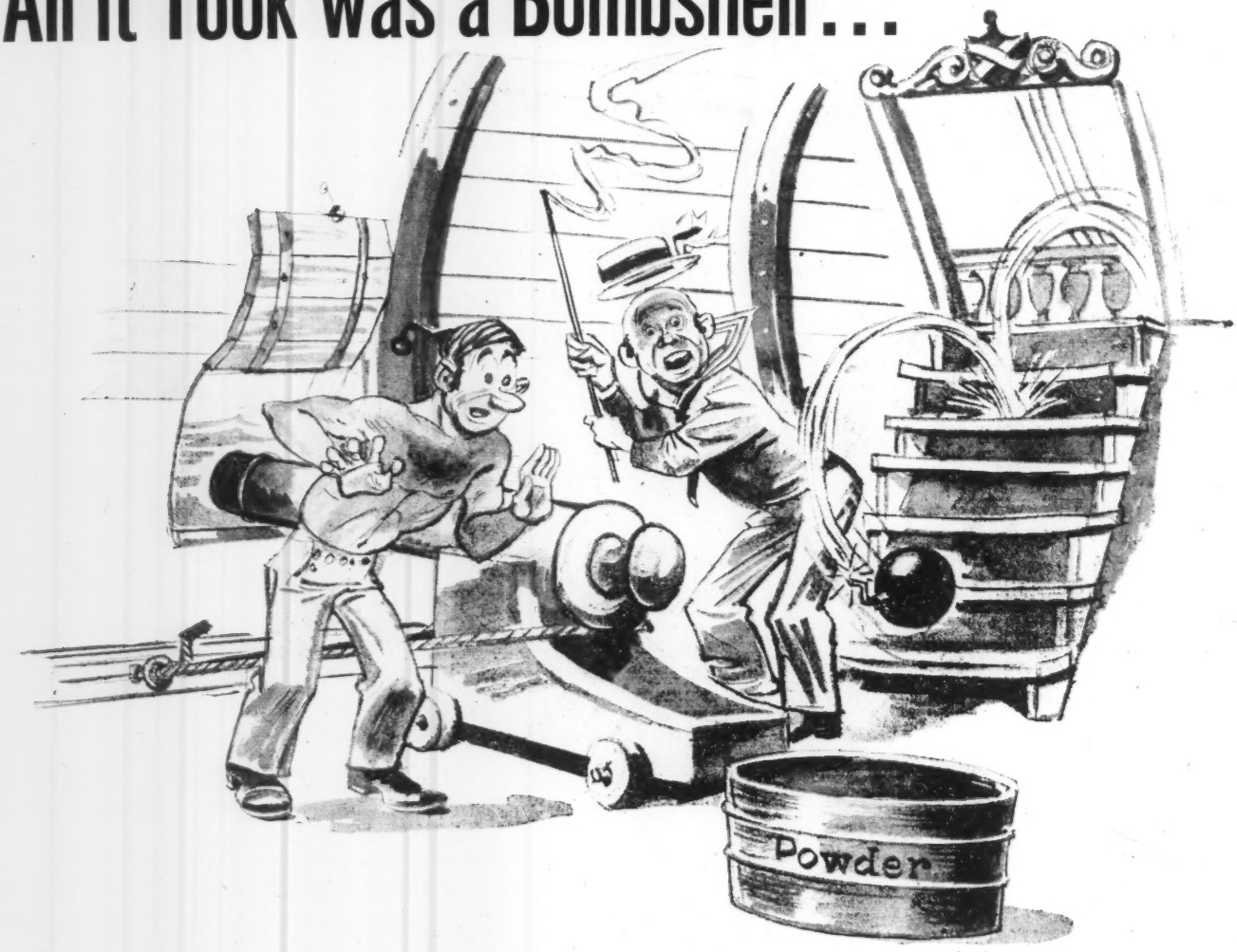
WGAL
AM TV FM

Represented by MEEKER

Steinman Station
Clair McCollough, President

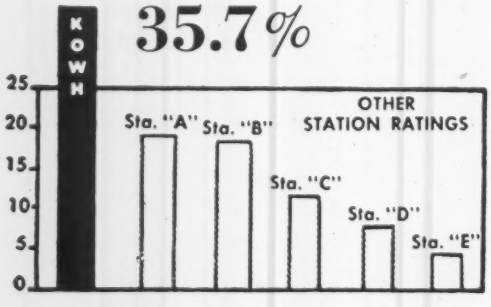
New York • Chicago • Los Angeles • San Francisco

All it Took was a Bombshell . . .



. . . Tossed by a marine in the rigging of the Bon Homme Richard, to end the ship's most famed battle. The bomb landed in a powder tub on the British warship and exploded, setting it afire. The British Captain wisely struck his colors and enlisted the aid of the sinking Bon Homme Richard's crew to put out the blaze.

Equally abrupt was the effects of a programming "Bombshell" flipped into the Omaha, Council Bluffs area by radio KOWH. The audience reaction shows little indication of cooling a full 18 months later . . . as the below Hooper averaged for the months from October, 1951, to April, 1953, proves. If you're looking for a red-hot audience for your sales message—confidentially, we got 'em!



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru April, 1953.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (April, 1953.)

Kowh
OMAHA

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

All-Risk Insurance Approved by NARTB Board

ALL-RISK insurance plan on industrywide basis, covering radio and TV towers, will be made available within fortnight following approval of project by NARTB combined boards at final sessions Friday (early stories pages 34D and 35). Both NARTB members and non-members eligible.

Policies will be underwritten by Insurance Co. of North America and affiliates, with Hufty, Ebank & Russell Co., Washington, as agent in cooperation with local agents. President Harold E. Fellows to explain details in letter to be sent member stations within two weeks and to be sent non-member stations later. Nation divided into five areas with varying rates, which in many cases will mean savings to stations.

Plan developed by special committee headed by Roger W. Clipp, WFIL Philadelphia. Committee has been working year on project. Other members are Gilmore N. Nunn, WLAP Lexington, Ky.; Edgar Kobak, WTWA Thomson, Ga.; Calvin T. Lucy, WRVA Richmond, Va., and Harold Essex, WSJS Winston-Salem, N. C.

Still in works are proposals for industrywide libel, slander and liability insurance policies.

Board approved Palmer House, Chicago, as site for 1954 NARTB convention, to be held week starting May 23. Present planning looks toward 1955 convention in Washington with 1956 and 1957 meetings returning to Chicago. Recent Los Angeles convention broke all revenue records, income running 18% above 1952 Chicago convention and expenses 30% higher. Association broke even on Los Angeles meeting, with 1,806 registrations (1,184 management, 276 engineering and 346 ladies). Board thanked 1953 convention committee headed by Clair R. McCollough, WGAL Lancaster, Pa.

Invitations for 1954 convention received from Dallas, New York, Philadelphia, Chicago and Miami Beach.

Next board meeting to be held Jan. 20-21, 1954, with site yet to be fixed. Board thinking appears to be in favor of two combined meetings yearly, dropping meeting formerly held in November.

New committee designed to insure radio-TV rights to public events and official proceedings to be named by President Fellows in line with recommendation at Los Angeles convention. Public events and sports groups to be named, each with 11 members (five radio and five TV plus chairman).

Board discussions Friday included excess profits tax problem, which is being watched closely; NCAA football policy; professional football anti-trust case; baseball and boxing coverage.

Pension plan for NARTB staff presented, with Mr. Kobak heading committee to study plans. Other members are Paul Raibourn, KTLA (TV) Los Angeles, and Mr. Essex. Thirty-four associate members accepted, bringing total to 115.

Board tendered luncheon in honor of FCC Commissioner Paul A. Walker, former chairman, whose term expires June 30. Guests included Chairman Rosel H. Hyde and Comrs. Frieda Hennock and George E. Sterling.

TORNADO RELIEF

MORE THAN $34,700 in cash and money orders was raised in six days by WBZ Boston for Worcester tornado victims, station reported Friday. This is one of many campaigns conducted by stations in Massachusetts and Flint areas (see early story page 52) for disaster victims. One $50 donation received from fishing vessel *Yankee*, just starting on cruise, after hearing WBZ broadcasts. Smallest donation was 26¢, largest $2,000.

WTIC Names Christal

WTIC Hartford, Conn., has appointed Henry I. Christal Co. as national representative effective July 1, Paul Morency, WTIC vice president and general manager, told B•T Friday.

GM RELEASES NCAA TELECAST SCHEDULE

FULL SCHEDULE of college football games to be telecast under sponsorship of General Motors Corp. on its *TV Game of the Week* series over NBC-TV this fall was announced Friday by GM.

Games will be carried over all 81 NBC telecast stations across nation, and GM officials said company was prepared to sponsor one-station telecasts of important sell-out contests, in addition to full nationwide schedule.

GM arranged schedule in cooperation with National Collegiate Athletic Assn. in line with latter group's policy of "limited television." On two Saturdays, Oct. 24 and Nov. 7, *TV Game of the Week* will be panoramic telecast of portions of four games being played in different parts of country.

NCAA divided nation into eight regions and has required that TV series include at least one game from each of eight regions, with no single college team represented more than once in 12-week network telecasts schedule:

Sept. 19—Nebraska vs. Oregon at Lincoln; Sept. 26—Dartmouth vs. Holy Cross at Lynn, Mass.; Oct. 3—California vs. Ohio State at Berkeley, Calif.; Oct. 10—Texas vs. Oklahoma at Dallas; Oct. 17—Alabama vs. Tennessee at Birmingham; Oct. 24—(panoramic): Princeton vs. Cornell at Princeton, Mississippi vs. Arkansas at Memphis, Illinois vs. Syracuse at Champaign, Ill., and Iowa vs. Indiana at Iowa City, Iowa.

Oct. 31—Minnesota vs. Pittsburgh at Minneapolis; Nov. 7—(panoramic): Florida vs. Georgia at Jacksonville, Fla., South Carolina vs. North Carolina at Columbia, S. C., Northwestern vs. Wisconsin at Evanston, Ill., Kansas vs. Kansas State at Lawrence; Nov. 14—Michigan State vs. Michigan at East Lansing.

Nov. 21—Southern California vs. California (Los Angeles) at Los Angeles; Nov. 26—(Thanksgiving Day) Utah vs. Brigham Young at Salt Lake City; Nov. 28—Army vs. Navy at Philadelphia; Dec. 5 — Notre Dame vs. Southern Methodist at South Bend.

• BUSINESS BRIEFLY

DURSTINE PLACING DIRECT • Roy S. Durstine, agency for Hawley & Hoops (M & M candies), understood to be attempting to place its new fall film half-hour series, *Johnny Jupiter*, on direct station basis, avoiding station representatives and sending man into field.

ESKIMO PIE SPOTS • Eskimo Pie, through Buchanan & Co., N. Y., placing radio-television spot announcement campaign in about 50 scattered markets throughout country. Contracts are short-term, ranging from four to eight weeks.

125 MARKETS • Warner Brothers' newest picture, "Best of the 20 Thousand Phantoms," through Blaine-Thompson, N. Y., placing three-day spot radio and television campaign in more than 125 markets during July and last two weeks in June.

WHITEHALL NAMES COMPTON • Whitehall Pharmacal Co., N. Y., named Compton Adv., N. Y., as its agency for Kriptin, Guards cold tablets, Petro-Syllium and new product to be test marketed shortly.

Radio Sound—Business Good, GE Reports

PLANS for stepped-up activities in production, advertising and sales promotion by General Electric Co.'s radio and television department announced Friday by E. F. Peterson, department marketing manager, who predicted "one of the most satisfactory years in radio and television history."

He said orders for television sets are "at such a level that it has become necessary to continue full operation of our assembly lines through normal vacation shutdown period." Mr. Peterson pictured equally bright outlook for radio, saying that GE would "virtually double production of radio receivers during second half of 1953" because "radio is as sound today as it was last year or in the years since it started."

TV-Movie Liaison Pointed Up in Joint Announcement

CLOSER LIAISON between television and motion pictures pointed up in joint announcement prepared for release today (Monday) by ABC and Motion Picture Assn. of America on completion of long-pending plans for series of 30-minute ABC-TV programs showing sequences from new releases of 10 major Hollywood producers. Series scheduled for fall or winter. Announcement by Robert E. Kintner, ABC president, and Eric Johnston, MPAA president, said series would use episodes from films of Allied Artists, Columbia, Metro-Goldwyn-Mayer, Paramount, RKO Pictures, Republic, 20th Century-Fox, United Artists, Universal International, and Warner Bros.

Under agreement, it was said, each production organization will designate four of its pictures in each 13-week telecasting cycle, from which pictures excerpts will be available for presentation. It was further agreed that ABC will have exclusive rights to TV series, tentatively titled *Hollywood Parade*, which may be presented on either commercial or sustaining basis.

XUM

CIRCULATION VASTLY INCREASED...
COST PER THOUSAND WAY, WAY DOWN

That's The Story That Proves
YOUR BEST RADIO BUY TODAY
IS STATION WJBK

44% Increase In WJBK Circulation

Other Detroit stations, in this same period, showed decreases of 10 to 30% in daytime circulation.

1949 WJBK Daytime Circulation...350,140
B.M.B. Audience Report

1952 WJBK Daytime Circulation...518,400
Neilson Coverage Service

Lowest Cost Per Thousand Michigan Radio Households

Here's the way WJBK stacks up when you compare Detroit station costs per thousand Michigan radio households on 4 week cumulative basis.

44¢ Per Thousand Daytime on WJBK
other Detroit Stations 45c to $1.21 per thousand

59¢ Per Thousand Nighttime on WJBK
other Detroit Stations 81c to $1.42 per thousand

WJBK Detroit

A STORER STATION

STORER BROADCASTING COMPANY

Tops in MUSIC, NEWS and SPORTS

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Cites Network Loss as Injury; Other FCC Actions

CITING loss of CBS-TV affiliation as partial support for claim of economic injury, new uhf Ch. 17 WTVP (TV) Decatur, Ill., filed Sec. 309(c) protest with FCC Friday against nonhearing grant of permit modification to new vhf Ch. 3 WCIA-TV Champaign-Urbana, Ill.

Modification granted May 19 and announced May 26. WTVP (TV) charges, moves WCIA-TV transmitter site "much nearer Decatur" than originally proposed, enables WCIA-TV to cover Decatur with Grade A signal. WTVP (TV) says its construction is nearly completed at cost of almost $400,000, plans July 15 commencement.

Two New AMs Granted

Final decisions were issued by FCC Friday to grant two new AM stations, one to Lyman Brown Enterprises for 100 w fulltime on 1240 kc at Brownwood, Tex.; other to Hirsch Communication Engineering Corp. for 250 w fulltime on 1230 kc at Sparta, Ill. In latter case, FCC denied bid of Hawthorn Bestg. Co. for same facilities at St. Louis.

In both cases, Commission upheld earlier initial decisions. Lyman Brown is continuity director at WBAP Dallas-Ft. Worth. Hirsch Communication is owned by Oscar C. Hirsch and family, owners KFVS Cape Girardeau and KFMO Flat River, Mo., and WKRO Cairo, Ill. Hawthorn is owned by St. Louis advertising executive Leonard Frankel and associates.

Turns in Ch. 20 Permit

Texas State Network turned in permit Friday for uhf Ch. 20 KRIO-TV McAllen, Tex., sole grantee there, citing recent vhf Ch. 4 grant in lower Rio Grande Valley (KGBS-TV Harlingen) and "reticence of the dominant national networks to affiliate with uhf stations when a vhf station is available." Texas State told FCC it appears doubtful uhf station at McAllen "could develop sufficient receiving-set conversions to attract adequate advertising for economically sound operation of the uhf station."

WAVZ Drops Ch. 59

WAVZ New Haven, Conn., dropped uhf Ch. 59 application Friday, leaving uncontested bid of WELI there. WAVZ cited rising costs and "of greater concern . . . the experience in this general area of new uhf stations in heavily saturated vhf territory. The indications are that heavy losses are to be expected for a considerable time, because income has been only a fraction of what was anticipated."

New TV bid for vhf Ch. 9 at Hot Springs, Ark., tendered at FCC late Friday by Southern Newspapers Inc., including *Hot Springs New Era* and *Central Record*. None other pends.

WWBZ Programming Criticized by FCC Official

"Bookmakers' delight" is term used by Chief of FCC Broadcast Bureau in description of horse race programming of WWBZ Vineland, N. J. Reviewing position on horse race programs, Broadcast Bureau Chief petitioned Commission to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application. Chief's petition said in part:

> During this period when illegal gambling interests apparently find racing information no longer easily and inexpensively available from broadcasting stations, WWBZ emerges as what would appear to be a bookmakers' delight in this part of the country.

Petition for Ch. 24 in St. Louis

Petition to allocate uhf Ch. 24 to St. Louis filed by Metropolitan Telecasting Co., prospective applicant, offering three plans affecting uhf allocations at Cairo, Ill.; Fulton, Poplar Bluff and Moberly, Mo.

STORER STAYS

GEORGE B. STORER, head of Storer Broadcasting Co., submitted resignation as NARTB board member at final session of combined association boards Friday. He explained he was resigning because of trouble with his hearing. Board refused to accept his resignation, laying it on table. Mr. Storer serves on association's TV board.

Congressional Debate Series Offered on Film

FILMED TV program series, produced by Facts Forum of Dallas, to feature members of Congress debating public issues. H. L. Hunt, wealthy oilman, who is among firm's charter members, said half-hour shows would be offered at "about cost" to stations.

Each debate will have Republican and Democrat. Among those congressmen who will take part is Sen. Joseph R. McCarthy (R-Wis.) who last week denied report he was to go on national TV network with his own show under contract with Mr. Hunt. Oilman said purpose of program is "to get people to pay more attention to public affairs." Mr. Hunt is applicant for uhf Ch. 22 at Corpus Christi, Tex.

WTVR (TV) Renews NBC-TV

WTVR (TV) RICHMOND has renewed its NBC-TV affiliation contract and signed supplement giving it right to carry NBC-TV colorcasts when those are started. President Wilbur Havens said Friday. Signing, he said, was in observance of 16th anniversary of affiliation of Havens & Martin Inc., licensee of WTVR and also WMBG Richmond, with NBC. Mr. Havens also said WTVR expects by fall to have its new transmitter plant in mid-Richmond in operation, using maximum power of 100 kw video and 50 kw audio.

NBC Spot Sales for KSD

KSD-AM-TV St. Louis have appointed NBC Spot Sales as their national advertising representative, effective Oct. 1, George M. Burbach, general manager of *Post Dispatch* stations, and Thomas B. McFadden, NBC Spot Sales director, announced Friday. Signing of NBC Spot Sales by at least two other major outlets expected shortly, it was understood.

HARRY E. McCULLOUGH, sales manager for radio and television of Crosley Div., Avco Mfg., appointed general sales manager for radio and television of same company.

CHESTER H. LANG, vice president in charge of public relations of General Electric Co., reappointed volunteer coordinator of the Advertising Council's "engineers wanted" public service advertising campaign.

HENRY T. WILSON, business news editor for WOR-AM-TV New York since 1951, named to newly-created post of manager of press information for stations.

LEE CURRLIN, William Weintraub & Co., and **JACK SINNOTT,** BBDO, to Benton & Bowles, N. Y., as timebuyers on Procter & Gamble accounts.

WALTER C. COLMES, who has resigned as president of Encyclopaedia Britannica Films, elected director of Rockhill Productions, N. Y., producer of TV and radio package shows. He was succeeded at EBF by Maurice B. Mitchell [B•T, June 15].

Radio First Advertising Value, Md.-D.C. Meet Hears

RADIO as greatest advertising value praised by sponsors and agency executives at Friday's session of Maryland-D. C. Broadcasters Assn. spring meeting held at Ocean City, Md. Leonard Rosen, board chairman of Charles Antell, Baltimore cosmetics-vitamin firm, said "radio is better buy than TV, we have found. That is why 85% to 90% of our advertising budget on over 350 stations is on radio." Mr. Rosen said bulk of advertising budget for new product to be announced this week will be on radio.

William McIlhenny of Ketchem, MacLeod & Grove, Washington, reported Chevrolet in Washington area will continue heavy spot schedule, both AM and TV, but that total of more than 5,000 spots will be mostly on radio.

FCC Commissioner Robert T. Bartley, speaking at Thursday night dinner, said radio services not being fully used might be taken away and given someone else.

Other speakers included Morton Levinstine, A. W. L. Adv., Baltimore, and Mary Dunlavey, Harry Cohen Adv., N. Y.; Steve McCormick and Gilbert Jacobus, Federal Civil Defense Adm.; Ken Baker of Standard Audience Measurement Service and Fred Kenkel of Nielsen who spoke on services and circulation; Sam Kravetz, WITH-FM Baltimore, "Selling FM"; Max Fullerton, Baltimore AP, "Freedom of Information"; Les Peard, WBAL-AM-TV Baltimore manager, "Merchandising & Promotion," and Ben Strouse, WWDC-AM-FM Washington, "Simplifying Government Reports."

NBC Advertising Campaign

THREE-WAY advertising campaign, described as "most extensive ever used by any network in the history of broadcasting to tell its story," to be launched by NBC immediately, network is announcing today (Monday). Total cost reported unofficially as "several hundred thousand dollars."

WNAO-TV on July 15

CHARLES W. STONE, general manager WNAO-TV Raleigh, N. C., uhf Ch. 28, said Friday commercial operation will start July 15. Network interconnection due Oct. 1, he said.

DuMont Ships to Minn.

ALLEN B. DuMONT Labs has shipped 5 kw vhf transmitter and associated studio equipment to KMMT (TV) Austin, Minn., on vhf Ch. 6.

Seattle-Tacoma

. . . . plus!

with KTNT-TV

(soon to increase to 125,000 watts to give even greater coverage)

This is the SEA-TAC area coverage:

Seattle (corporate limits)	467,591
Tacoma (corporate limits)	143,673
Balance, King County	300,809
Balance, Pierce County	150,027
SEA-TAC AREA	1,062,100

This is the PLUS:

Thurston County (Olympia)	46,200
Kitsap County (Bremerton)	79,300
Snohomish County (Everett)	115,500
Mason County (Shelton)	15,600
PLUS AREA	256,600
TOTAL— SEA-TAC and PLUS AREA	**1,318,700**

KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING

The Puget Sound Country is growing . . . it is populated with people able to buy (net effective buying income, $5162 per family; well above national average). As of May 1 there were 263,000 television sets in the 418,100-family area . . . and set sales continue good.

Write or wire for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11

Affiliated with CBS and DuMont Television Networks
Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound

Represented nationally by WEED TELEVISION: represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland.

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BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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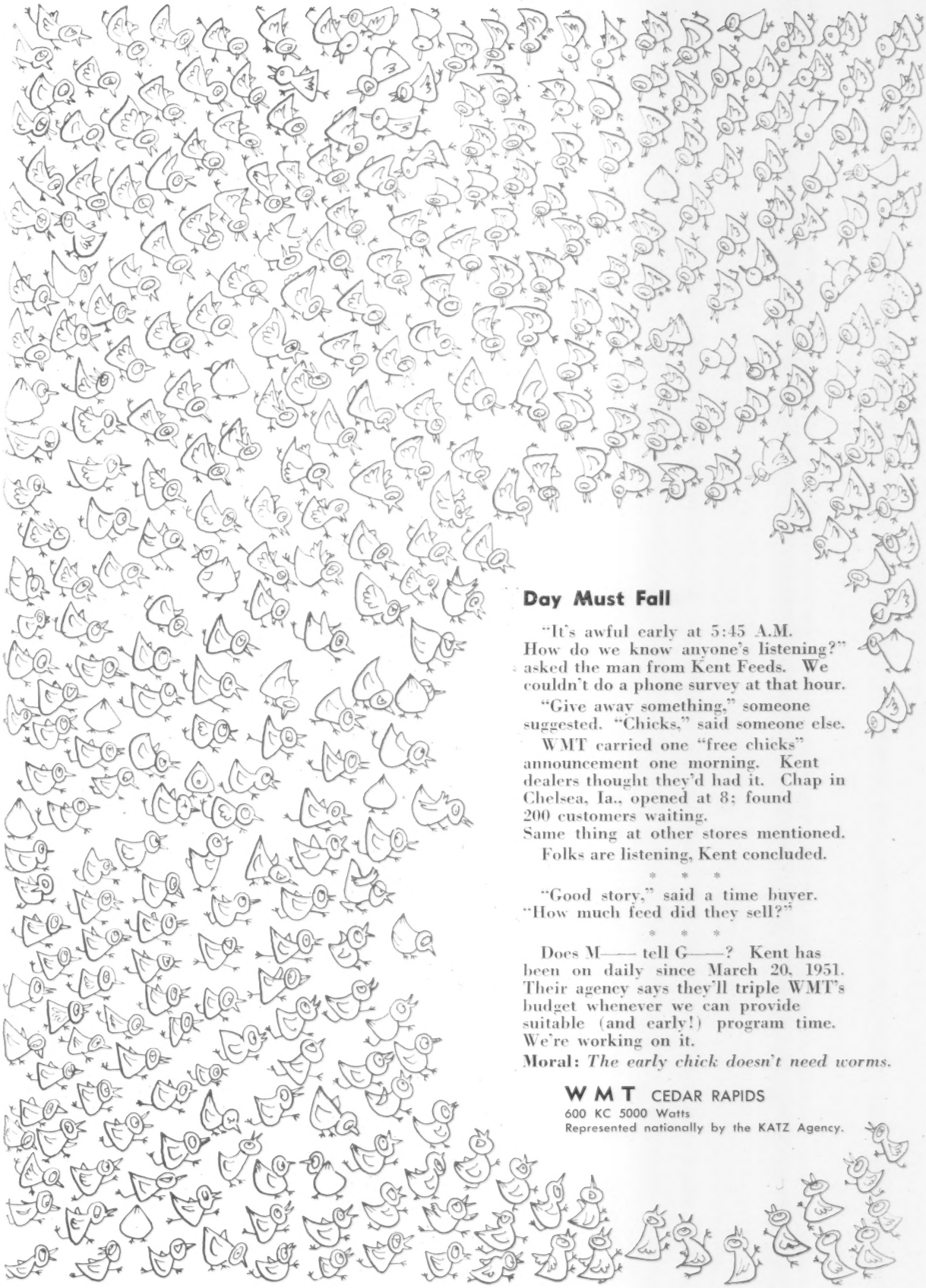


Day Must Fall

"It's awful early at 5:45 A.M. How do we know anyone's listening?" asked the man from Kent Feeds. We couldn't do a phone survey at that hour.

"Give away something," someone suggested. "Chicks," said someone else.

WMT carried one "free chicks" announcement one morning. Kent dealers thought they'd had it. Chap in Chelsea, Ia., opened at 8; found 200 customers waiting.
Same thing at other stores mentioned.

Folks are listening, Kent concluded.

* * *

"Good story," said a time buyer. "How much feed did they sell?"

* * *

Does M—— tell G——? Kent has been on daily since March 20, 1951. Their agency says they'll triple WMT's budget whenever we can provide suitable (and early!) program time. We're working on it.

Moral: *The early chick doesn't need worms.*

WMT CEDAR RAPIDS
600 KC 5000 Watts
Represented nationally by the KATZ Agency.

WAGA-TV TOPS ALL IN

A Typical Example Of WAGA-TV Impact

The Jandel Company (roofing, siding, remodeling) Atlanta, formerly used newspapers, radio, direct mail and direct solicitation to get new business. Radio, newspapers and direct mail combined produced 9 out of every 10 contacts.

Five months ago, the Jandel Company began to sponsor "TV Ranch" on WAGA-TV. Since then, 9 out of every 10 contacts came from TV advertising at a cost of only 4.5% of sales, a tremendous saving.

Mr. Marion Janko, President of Jandel, reports, "In the last 5 months we have traced $125,000 worth of business directly and solely to WAGA-TV. Customers attracted by television were so well pre-sold that price was not a primary consideration. The first question usually asked was 'when can you begin the work?' We expect our 'TV Ranch' advertising to yield more than $300,000 worth of business this year. That is why most of the company's advertising dollars have now been allocated to WAGA-TV."

For top results in Atlanta choose Storer Stations

WAGA-TV

For Availabilities consult the Katz Agency, Inc.

N LATEST ATLANTA TELEPULSE*

Of 21 rated periods each night, Monday-Friday, WAGA-TV has 60 firsts, 66% more than station B—500% more than station C, and 23% more than all other TV stations in the area combined.

Of the top 15 once-a-week shows, WAGA-TV has 10, including the first 3.

Of the top 10 multi-weekly shows, WAGA-TV has the top 3. PLUS the top Sports Shows . . . top News Show . . . top Kitchen Show.

PLUS the most complete MERCHANDISING, PROMOTION and PUBLICITY support in Atlanta

* May, 1953

STORER BROADCASTING COMPANY

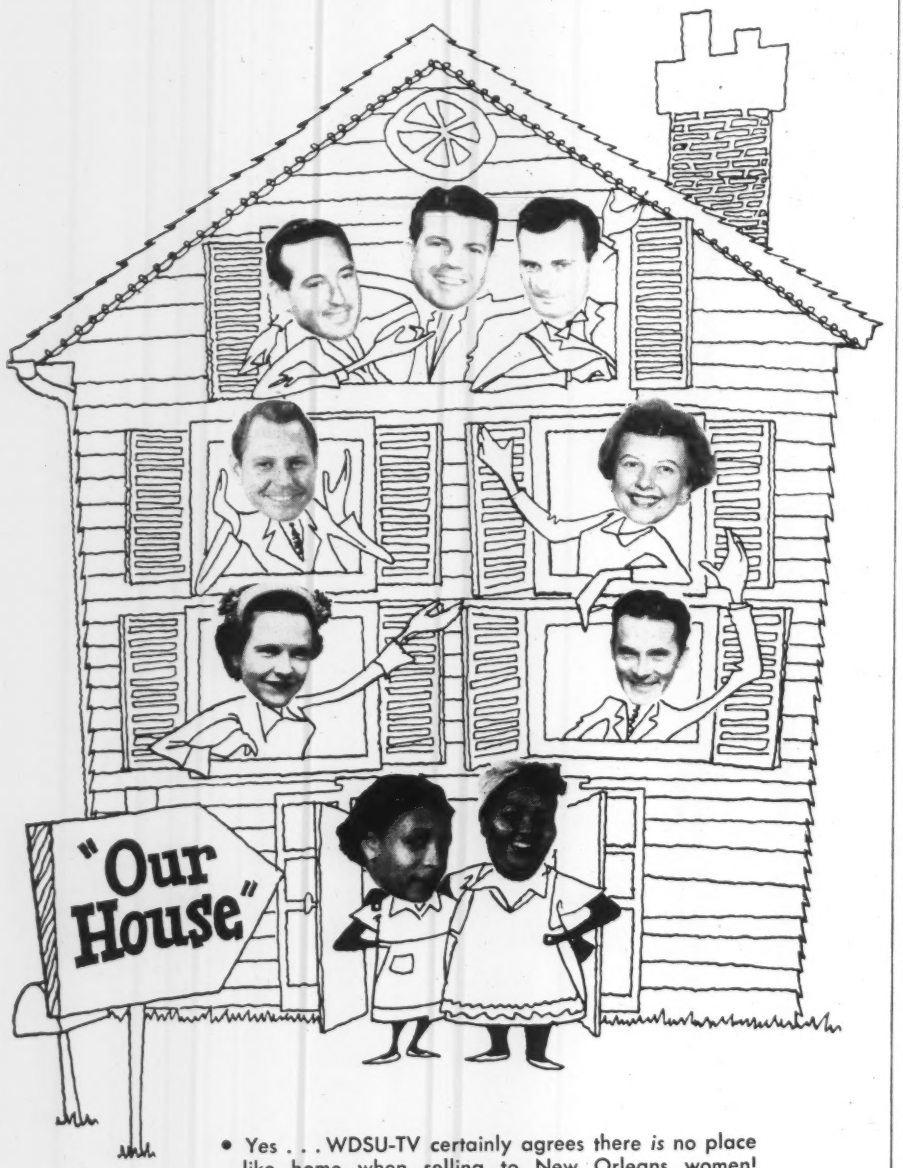
WSPD-TV — **WJBK-TV** — **WAGA-TV** — **KEYL-TV**
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas

WMMN — **WSPD** — **WJBK** — **WAGA** — **WWVA** — **WGBS** — **WSAI**
Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Cincinnati, Ohio

TOM HARKER, V. P., National Sales Director

NATIONAL SALES HEADQUARTERS:
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

WHEN SELLING TO WOMEN . . . THERE'S NO PLACE LIKE HOME!



• Yes . . . WDSU-TV certainly agrees there *is* no place like home when selling to New Orleans women! That's why we've built this unique Monday thru Friday noontime show that covers the house from attic to cellar. Local stars utilize their talents in the fields of Fashion, Cooking, Beauty, Decorating, Music and Family Problems. If selling to women is *your* problem . . . we have the solution if you'll come on over to "Our House"!

• Write, Wire, or Phone Your JOHN BLAIR Man!

WDSU-TV
CHANNEL 6
NEW ORLEANS

IN REVIEW

THE FORD 50TH ANNIVERSARY SHOW

Time: Monday, June 15, 9 to 11 p.m. EDT, NBC-TV and CBS-TV.
Origin: NBC Studios—Center Theatre.
Cast: Ethel Merman, Mary Martin, Marian Anderson, Burr Tillstrom (of *Kukla, Fran and Ollie*), Oscar Hammerstein II, Wally *(Mr. Peepers)* Cox, Rudy Vallee, Ed Murrow, Lowell Thomas, Eddie Fisher, Frank Sinatra, Howard Lindsay and his wife Dorothy Stickney, William L. Laurence of the *New York Times*, Amos 'n' Andy, Teddy Wilson.
Producer: Leland Hayward.
Director: Clark Jones; assistant, John Bloch.
TV Directors: Bob Daniels and Heino Ripp.
Music Director: Bernard Green.
Set Designer: Paul Barnes.
Costume Designer: Irene Sharaff.
Writers: Frederick Lewis Allen, Agnes Rogers Allen and Howard Teichman.
Art Supervisor: Richard Day.
Choreographer: Jerome Robbins.
Dialogue Director: Marshall Jamison.
Sponsor: The Ford Motor Co.
Agency: Kenyon & Eckhardt Inc.
Production Cost: Between $200,000-$300,000.

ALL THINGS considered, some pretty wonderful things happened last Monday night when the Ford Motor Co. threw a lavish TV party as a climax to its 50th anniversary. The much-heralded two-hour production, seen on both the NBC and CBS television networks, packed a terrific wallop in its re-creation of events both large and small which have left their imprint on the last half century.

There were inevitable shortcomings in a production of this size and scope. Timing was off, as became disturbingly apparent at the very end of the show when Oscar Hammerstein II and Edward R. Murrow, who had served as commentators, completely ran out of conversation. An unrehearsed curtain-call used as a time filler fell flat and program credits dragged on at a deathly slow pace. The lighting on certain portions of the program was erratic. Such technical mishaps might have been avoided if the show's producer, Leland Hayward, had been better acquainted with the workings of television. Mr. Hayward's theatre career has been highly productive and successful. The Ford telecast was his first television assignment. The unfamiliar ground on which he stood showed up in production.

But the impressive array of talent which Ford engaged for its birthday celebration could have covered a multitude of production sins. Individually and as a cast the performers turned out one of the finest telecasts to date. They had a marvelous time and this member of their audience did too.

Fifty Years, Two Hours

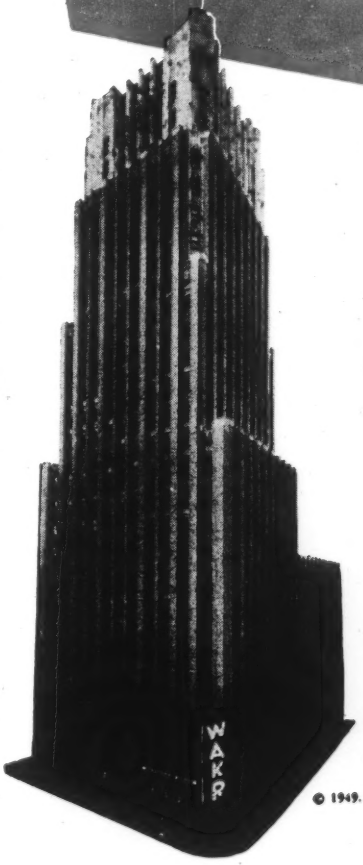
Music, song, dance, comedy, drama, recordings, film clips and narration told the story of America's last 50 years in fairly accurate historical perspective. To prove that times may change but people stay pretty much the same, Howard Lindsay and his wife Dorothy Stickney played their original roles in a scene from "Life With Father" which dealt with the universal and ageless budget battle between husband and wife. Film clips from the Teddy Roosevelt era followed the "Life With Father" scene for a more documented glimpse of life shortly after the turn of the century. In similar fashion events leading up to the present were recreated for viewers through old films, photographs and recordings and fancifully in song, music, dance and drama.

Wally Cox, television's *Mr. Peepers*, and

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



ON THE AIR
WAKR-TV
Akron's FIRST TV Station
ch. 49
ABC AFFILIATE

© 1949. SUMMIT RADIO CORPORATION

5000 WATTS ● ABC ● Represented by WEED & CO.

Kukla, Fran and Ollie filled transition periods between large production numbers admirably well. Nicely integrated with the rest of the program was a segment on the Model T Ford and the age of that wonderous machine. Films of the first Model T in action were shown and Edward R. Murrow had some comments on the Ford company as a pioneer in one of the many industries developed during the last half century. But that was as close as it ever came to a commercial. At no point was it suggested that the Model T had now evolved into a super-duper 1953 model to be had for such-and-such an amount at your nearest dealer.

The jazz era was personified with Ethel Merman singing "Alexander's Ragtime Band" as only Miss Merman could sing it. The crooner craze was traced from Rudy Vallee to Bing Crosby to Frank Sinatra to Eddie Fisher, each doing a song that put him in the musical limelight.

Worthy of being written into Mary Martin's

Mary Martin, Leland Hayward, Ethel Merman

next show if it turns out to be a revue was her skit on women's fashions through the last 50 years. "Shape Marches On" will surely be regarded as a TV pantomime classic.

Jerome Robbins, one of the theatre's most talented choreographers, designed some dances for the Ford show in keeping with his reputation. A roaring-20s speakeasy routine was every bit as polished as dances of this type that require weeks of rehearsal in musical theatre. Less intricate but as enjoyable was a dance number on the change of bathing suit design.

Highpoint of the production was a medley of songs that now rank on the all-time American hit parade sung by Ethel Merman and Mary Martin. Each had her solo spots and they did several songs together. It was a long stint. Bernard Green, the show's music director, came up with a fine arrangement of popular tunes. They were sung by two gifted performers with a showmanship know-how that defies description.

Ford's 50th birthday party turned out to be a very gala and enjoyable affair. No doubt it won more friends for Ford than all the hard sell commercials ever telecast.

BOOKS

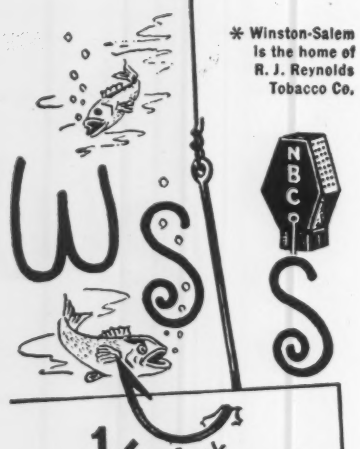
TELEVISION TERMINOLOGY, BIBLIOGRAPHY, compiled by Benjamin Draper, California Academy of Sciences, San Francisco 18. 57 pp. $1.

THIS paper-bound, mimeographed booklet lists more than 400 words used in the television field and more than 300 books concerning TV. Mr. Draper, executive producer of the CAS weekly TV program, *Science in Action*, says the bibliography lists all major books on TV since 1928 and that the terminology section is the most extensive yet published.

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem Is the home of R. J. Reynolds Tobacco Co.



1/5th* of all
General Merchandise
Sales for
WINSTON-SALEM'S
WSJS
15-COUNTY MARKET
*$101,982,000
S.M. 1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

OPEN MIKE

Added Attraction

EDITOR:

. . . Is it possible that the value of the [TELESTATUS] figures would be increased many fold if your stations would supply, at the same time they supply their estimates of sets in their areas, figures on what they believe to be the total number of *homes* in the areas they serve?

From such estimates, one could get some idea of the degree of saturation in the area served by a given station.

E. L. Deckinger
Vice President
The Biow Co.
New York

[EDITOR'S NOTE: The new Telecasting Yearbook and Marketbook, scheduled for August publication, will contain station estimates of total families within their coverage areas. The editors of B•T are considering adding home figures to the weekly TELESTATUS set summary, as Mr. Deckinger suggests.]

Answer Man

EDITOR:

It seems that the credibility of radio messages is quite high. A recent case in point can be seen in the *Merit Fix-It Show*, a quarter-hour program which features household tips. The sponsor of the show, Bob DelBuono, offers his services in giving out advice to solve various household problems.

After one particular Saturday morning show, a female voice was heard at the other end of the wire and explained that she had been married eight years and was not able to become pregnant. She asked Mr. DelBuono his advice on how to remedy the situation.

I write the script for the show. How can I weave this problem into the script without running the risk of FCC reprisal?

Jay Hoffer
Sales Promotion Director
WICC Bridgeport, Conn.

Some Baby

EDITOR:

On May 31, 1953, Intermountain Network came to the end of its fiscal year. Our chairman, George Hatch, called a board of directors' meeting on Friday, May 29.

Significantly, at that board meeting, as president, I was able to report that gross sales on Intermountain Network for the fiscal year 1952-53 showed an increase of 19.48% over the same fiscal year 1951-52.

Who says AM broadcasting is dead? This increase would certainly indicate that AM, and regional networks particularly, is a live, lusty baby.

Lynn L. Meyer, President
Intermountain Network Inc.
Salt Lake City

Dead or Alive

EDITOR:

Were C. Francis Jenkins alive today undoubtedly he would be immensely gratified that his predictions for the future of the art which he so greatly advanced have been realized. In his book, "Radiomovies, Radiovision and Television," published in 1929, Dr. Jenkins established some definitions which we might well recall and apply today.

"Television" was defined as "the transmission of living images by wire," "Radiovision" as "the transmission of living images by radio," and "Radiomovies" as "the transmission of filmed material by radio."

The important distinction Dr. Jenkins made, it would seem, was that between living images and film. Transmission of living images can be a creative art of vast potentialities. With the use of recorded material, the television industry forfeits all claim to creative effort and becomes merely a transmission medium. The tremendous appeal of live television is similar to that of the legitimate stage. There is a vital sense of participation, in comparison with which recorded material is dull, flat and lifeless, regardless of its degree of technical excellence. . . .

Let's hope TV will not trade its birthright for a mess of footage.

H. B. Mouatt
WHEC Rochester, N. Y.

Plug from Publisher

EDITOR:

. . . I thoroughly enjoy every issue of B•T. It is the most interesting, most accurate, most informative weekly source of radio and television information I have ever seen. There is certainly little room for improvement.

Edward J. Wirtz Jr., Publisher
Electronic World,
Burien, Wash.

Business Opportunity

EDITOR:

For the past few weeks we have been looking for some supplier who could supply gummed record labels, banners and microphone plates to use in promotion of our station. So far, we have been completely unsuccessful in locating anyone who supplies this service.

Thinking that perhaps there may be other stations who are looking for the same thing, we thought perhaps you might print this letter in the OPEN MIKE section and help us locate some supplier and at the same time render a service to other broadcasting stations who have the same problem.

Davd R. Worley
Managing Partner
KLEA Lovington, N. M.

Far, Far Away

EDITOR:

Enclosed is a tear sheet showing a story run in the Seattle and Tacoma papers regarding KTNT-TV being viewed in McAllen, Tex.:

Through a strange fluke in television reception, a woman televiewer in Texas has received Tacoma station KTNT-TV, the station manager, Len Higgins, said Saturday.

He said he received a letter from Mrs. Patricia Deason of McAllen, Tex., saying that KTNT-TV came in as "clear as a bell" on her 21-inch TV set . . . He said Mrs. Deason mentioned she has a son and two grandchildren in Seattle . . . and he'll put them on TV so she can get a look at them. . .

We contacted her son, Louis S. Stamon Jr., and made arrangements for him, his wife and two children to appear on KTNT-TV. This they did and Mrs. Deason was advised of the date and time. Unfortunately, her telegram to us said that atmospheric conditions made it impossible for her to receive us on that particular date at that particular time . . .

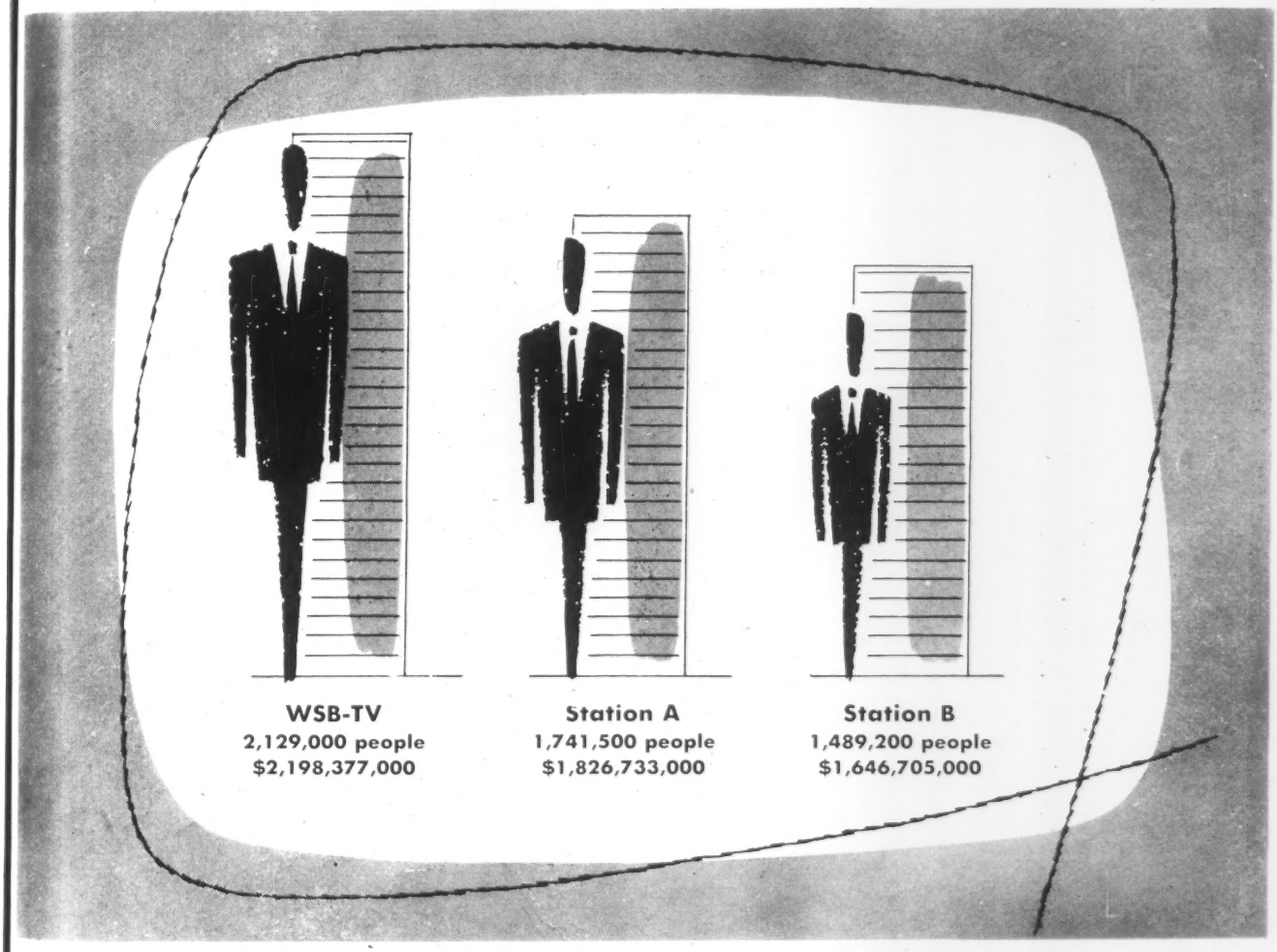
Len Higgins, Manager
KTNT-TV Tacoma, Wash.

Here's how the coverage areas of Atlanta TV stations compare

★ *In population* ★ *In Effective Buying Income*

Based on the first Nielsen Coverage Service Report

Advertisers on WSB-TV get a crack at 22% more people than can be reached on Atlanta's second station. You cover 43% more with WSB-TV than with the third station. The ten extra, or "bonus", counties WSB-TV delivers have an Effective Buying Income comparable to that of cities like Providence, Rhode Island, and Des Moines, Iowa. Ask a Petry man to tell you more about this first Nielsen Coverage report—it's dynamite.



Affiliated with The Atlanta Journal and The Atlanta Constitution

wsb-tv

50,000 watts on low channel 2 from a 1062-ft. tower

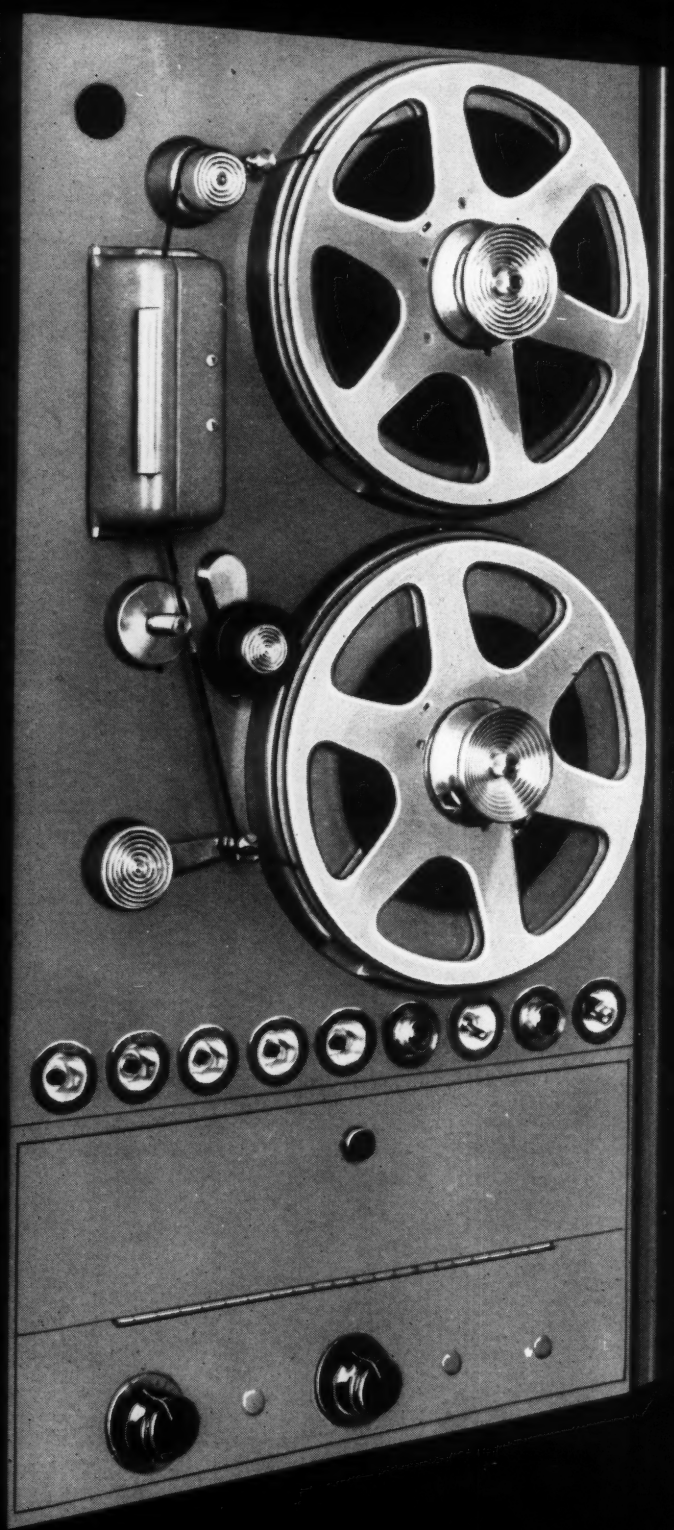
XUM

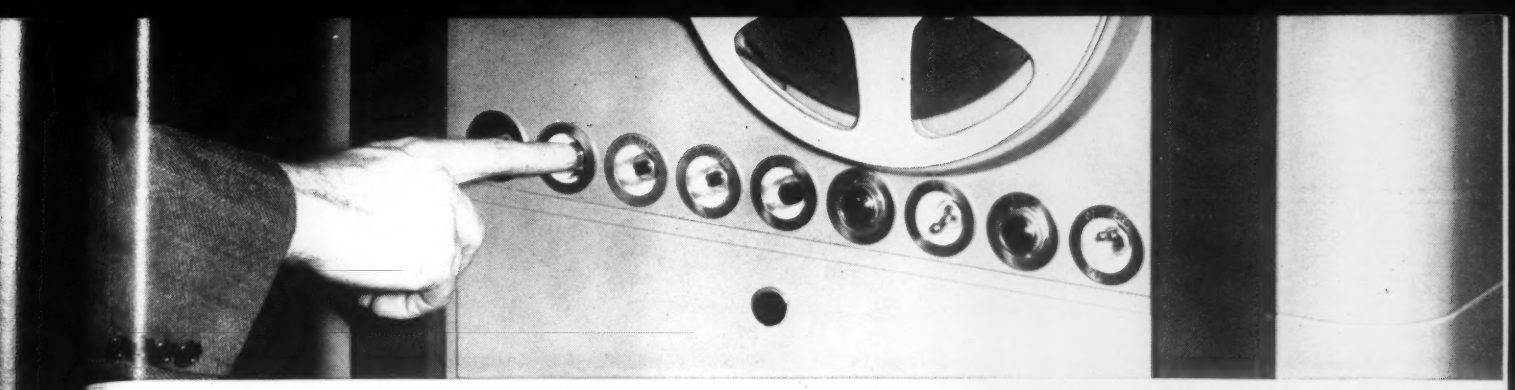
RCA TAPE RECORDER Type RT-11B

50 to 15,000 c.p.s. (±2 db) at 15 in/sec
50 to 10,000 c.p.s. (±2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- **Split-second start and stop**
- **Push-button operation**
- **Extremely accurate timing—with synchronous capstan**
- **Smooth tape runs—via sapphire guides**
- **Automatic tape lift for fast "forwards" and rewinds**
- **Microswitch "tape-break" control—no tape spills, snarls**
- **Remote control of all operations**
- **Rack or console mounting**
- **Plug-in amplifiers**
- **Interlock system for vital controls**
- **3 heads; Erase—Record—Playback**



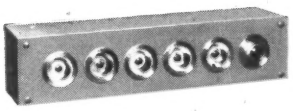


PUSH-BUTTON CONTROL puts tape recording facilities at your fingertips.

The RCA RT-11B

High-Fidelity Tape Recorder

—the finest money can buy!



Remote Control Unit, MI-11948. Available extra.

This is the world's foremost professional tape recorder, the one recorder that has *everything*—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11B Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run. And with synchronizing equipment . . . for which provision is made . . . *timing can be held to 0.3 second on any length program!*

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts *free and clear* of heads during fast forward runs or rewinds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, *call your RCA Broadcast Sales Representative for complete details. Or mail the coupon.*

RCA®

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Broadcast Audio Sales,
RCA Engineering Products,
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11B.

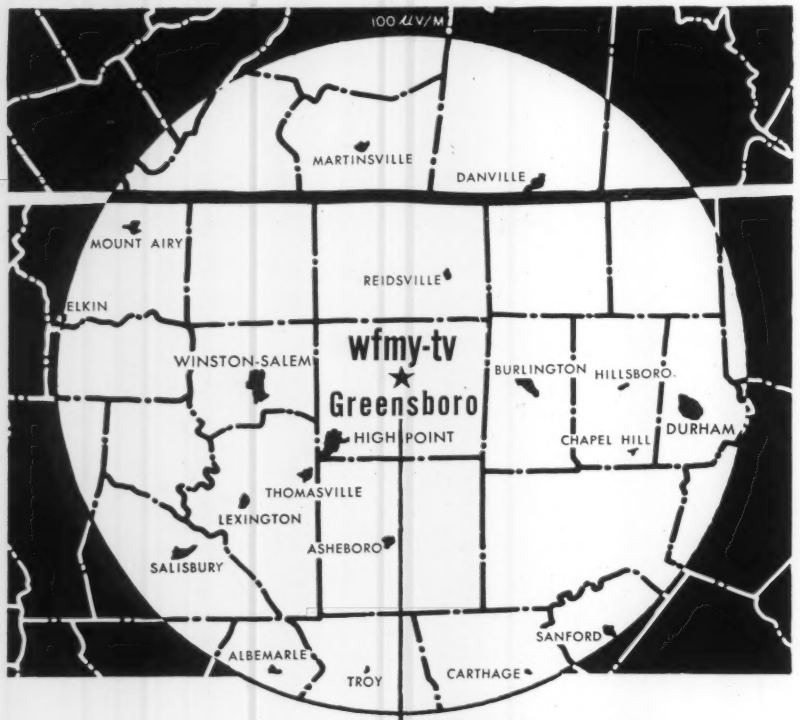
NAME_____

ADDRESS_____

STATION OR FIRM_____

CITY_____ STATE_____

XUM



this is where

it PAYS to be in the middle...

Providing it's the middle of this important mid-South region —an advertiser's paradise of progressive communities, all served by the broad circle of WFMY-TV's coverage. Packed into this zone of sales opportunity is a greater amount of buying power than you'll find in such media "musts" as Baltimore, Pittsburgh, San Francisco, or New Orleans.

Strategically located in the middle of almost a billion and a half dollars — money waiting to be spent on what *you* have to sell — is WFMY-TV. Many of America's most successful advertisers have discovered how well WFMY-TV reaches and persuades the customers of this growing area. Why not share their good fortune with them?

wfmy-tv

Basic CBS Affiliate – Channel 2

Greensboro, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York—Chicago—San Francisco

IN PUBLIC SERVICE

$500,000 for Palsy Drive

MORE than $500,000 has been collected from KECA-TV Hollywood's 28½ hour *Stage with Cerebral Palsy* which started late June 5 and ended early June 7. The program at the Cartlay Circle Theatre originally was scheduled for 19 hours, but so many stars volunteered their services that Phil Hoffman, KECA-TV general manager, cancelled all regularly scheduled programming and extended the appeal through to Sunday morning. Jack Webb, director-star of NBC's *Dragnet* and Los Angeles County chairman for the drive, and Ben Alexander, supporting *Dragnet* actor, were co-m.c.'s throughout the telecast. Stuart Woodman Phelps, ABC-TV director, was executive director of the entire production. Frank La Tourette, ABC Western Div. director of news and special events, produced the show, and Darrell Ross, KECA-TV stage supervisor, was stage manager.

* * *

KEYL (TV) KABC Palsy Work

CEREBRAL palsy telethon staged jointly by KEYL (TV) KABC San Antonio and the *San Antonio Light* raised $130,000 during its 16½ hours at the city's Municipal Auditorium. Some 30 members of KEYL's staff volunteered services and four cameras, and remote control facilities were used. KEYL Managing Director George B. Storer Jr. presented the Cerebral Palsy Assn. a $1,000 check. A list of celebrities headed by ABC star Dennis James took part in the show.

* * *

WKEI Storm Assistance

WKEI Kewanee, Ill., after a storm which damaged property in nearby Annawan June 13, sent newsmen to the scene to make recorded coverage of damages. Although a power failure cut the station off the air three hours, WKEI returned to the air with news of the storm and requests that people stay out of the damaged area.

* * *

'TV Fights TB'

WTOP-TV Washington on July 8 will present "TV Fights TB," an all-day program featuring a number of local stars, to emphasize the tuberculosis problem in the District of Columbia. During the day WTOP personalities will have chest x-rays made at an x-ray unit set up in the studios.

* * *

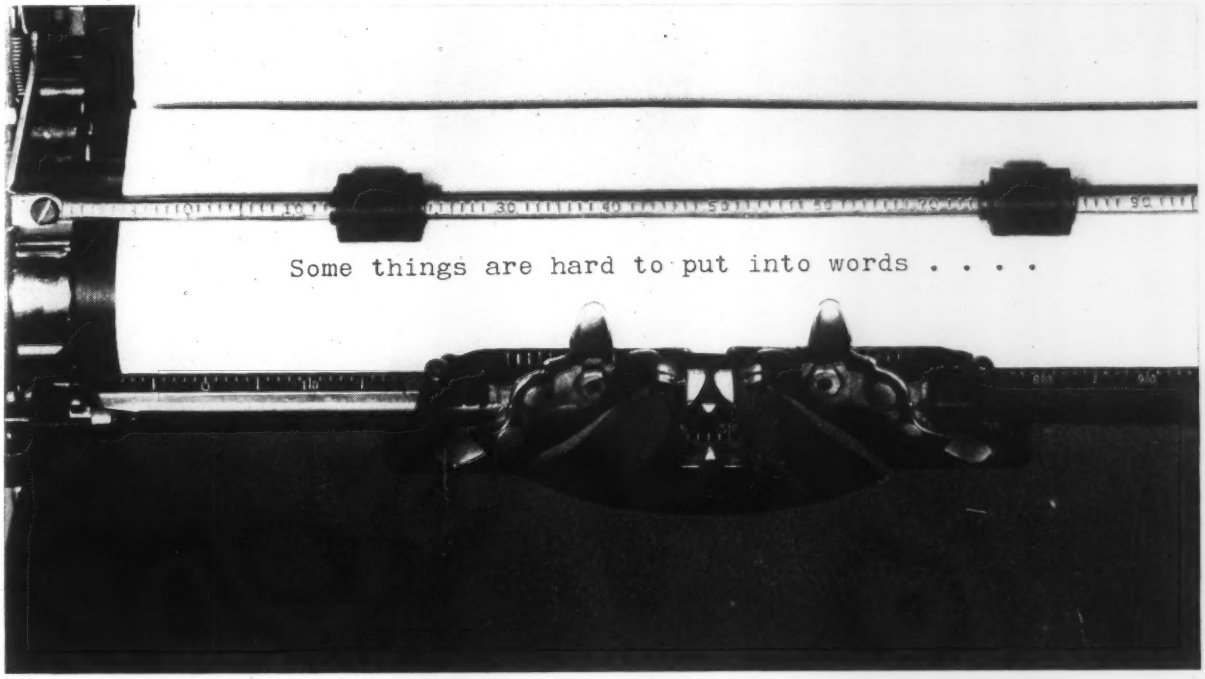
Cheers Leukemia Victim

KVOO Tulsa was instrumental in cheering a four-year-old leukemia victim who wanted a special type of toy duck. After extensive publicity by the station failed to turn up the right kind of duck, an Akron, Ohio, toy-making firm shut down its assembly line long enough to make the desired toy. KVOO reports that through its suggestions the four-year-old girl may be selected for a new experimental treatment for leukemia which may save her life.

* * *

Reunites Father, Daughter

WDXY (FM) Spartanburg, S. C., was successful in reuniting a 68-year-old father and his daughter, separated from each other for about 20 years. The father wrote to station baseball announcer Bill Goodrich from Oteen, N. C., where he was a patient in a hospital, asking if the station could contact his daughter, whom he last had seen in Greenville, S. C. Mr. Goodrich aired the information and the daughter was contacted and has arranged a visit to see her father.



Like, for instance, describing what it takes for really effective representation of outstanding television stations.

Foremost, such representation must be *exclusively* TV—with *all* the effort, *all* the interest devoted uncompromisingly to that medium. But quality television representation demands, too, a type of aggressive selling built upon long, sound experience in all advertising, and combined with deep insight of station operation.

Anyone who knows advertising, and also appreciates the gigantic impact of the television medium, realizes that TV is far too important to be merely one of two . . . or even three . . . masters served by a single representative.

Stations of the caliber that have selected Harrington, Righter & Parsons, Inc., demand quality representation devoted exclusively to television. Ask any one of them how wise this choice has proven to be.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

YOUR CUE . . .

For in the nation's second television market, WBBM-TV *is already packing your customers in.*

Today, WBBM-TV *attracts one of every three viewers in Chicago's average audience, all week long, a share larger than the next two stations' combined!*

And it's only the beginning. WBBM-TV, *Chicago's Showmanship Television Station, is creating one of the nation's great TV show places . . . with new faces, new talent, strongest possible network and local programs.*

To assure yourself of the kind of performance which makes sense—and sales—talk over availabilities with WBBM-TV *or* CBS TELEVISION SPOT SALES *today. You're on next, on . . .*

Channel 4 **WBBM-TV**

CBS Television's Key Station in Chicago

Sources on request

XUM

In Which Algy writes to . . .

Mr. John Cole
Campbell-Mithun, Inc.
Minneapolis

Dere John:

The W. Va. Chambur of Commerce has just put out some figgers which seems to put th' Gold Seal of approvul on th' fact that Charleston is a big markit. Our retale sales here in our own county are twice as much as th' second place county. And th' income figgers which I seen on th' boss' desk shows our county with 13% of th' state. And effen you take the figgers for all th' counties touchin' here . . . which is nicely coverud by our 5,000 with 580 . . . you finds that it comes to 27% of th' whole state. Gold Seal Snowy Bleach sure gits a good sales punch here where we got more W. Va. listenurs than any other station.

Yrs.,

Algy

WCHS

580 KC — 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

Theodore R. McCabe

on all accounts

THIRTY years with the same advertising agency, from copywriter to executive vice president—is the record of Theodore R. (Rand) McCabe of Beaumont & Hohman Inc., Chicago.

Mr. McCabe has traveled a wide circuit among the agency's various branch offices, winding up in the Chicago headquarters five years ago.

He has been active on all phases of the Greyhound bus account for years, and has personally written, planned or designed most of its national advertising, including television. Greyhound is an avid TV user and probably will spend close to $900,000 in that medium this year, he says.

Ted McCabe celebrated his 30th anniversary with Beaumont & Hohman June 7, that also being the 30th anniversary of the agency.

Born in Fresno, Calif., Aug. 27, 1898, young McCabe's schooling was abruptly ended with the outbreak of World War I, during which he served in the Marines. After the war he took a job with Railway Express Agency.

While attending Fresno Art School he met W. C. Beaumont and later Henry A. Hohman, the two partners who started the agency. He joined the original Fresno office as a copywriter in 1923. That same year he managed the Los Angeles office, shifting to San Francisco in a similar capacity in 1925. Mr. McCabe returned to Los Angeles two years later, leaving in 1929 for the Kansas City office. In 1930 he moved to Cleveland where he remained until 1948. His next stop: Chicago.

Greyhound spent $250,000 on spot in 1951 and $500,000 more in the spring and fall of 1952. It also co-sponsored part of CBS-TV's *Omnibus*, and used 20-second spots in other markets.

Much of Greyhound's business is handled through the agency's various branch offices—and for some of the advertiser's affiliate organizations (like Northland). Mr. McCabe also has an executive hand in other accounts, including Whirlpool (home laundry equipment), which also uses TV spots. Mr. McCabe has been responsible for motion pictures used by the firm and shown to schools, clubs and church groups—upwards of an estimated 40 million people.

Greyhound is B & H's largest account, with a budget calling for $1,800,000 in newspapers, $900,000 in television, and $900,000 in magazines and other printed media.

Mr. McCabe is married to the former Marian Elizabeth Evans. They have two children—John, 14, and Jim, 8.

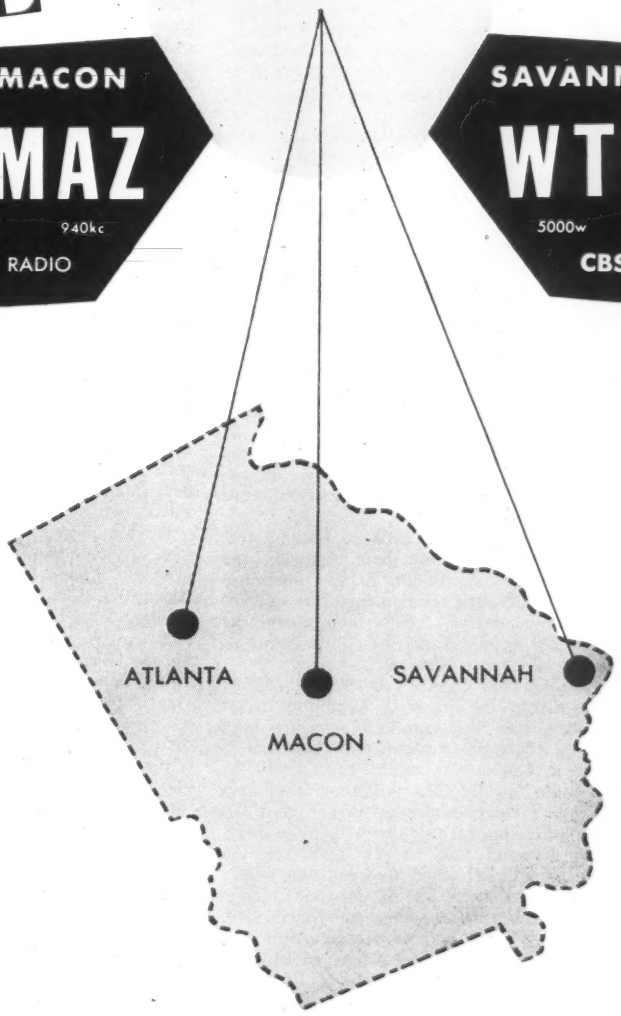
ATLANTA
WAGA
5000w 590kc
CBS RADIO

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



the TRIO offers advertisers at one low cost:

CONCENTRATED COVERAGE
•
MERCHANDISING ASSISTANCE
•
LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
•
DEALER LOYALTIES

in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

XUM

MILLION DOLLAR PROGRAMING

in a billion dollar market!

KDUB-TV
LUBBOCK
TEXAS

There's a lot of a ham in a Texan. KDUB is now programming ten live shows and thousands of letters pour in each week saying it's a mighty fine thing. KDUB's own Circle 13 Dude Ranch, square dance groups, amateur variety, old-timer interviews, local pop bands . . . all let their hair down and make the local color.
The top CBS shows round out a program that has the rich Texas-Plains hog-tied on KDUB-TV.

W. D. "DUB" ROGERS
President

MIKE SHAPIRO
Asst. Mgr. — Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural

Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

our respects

to WILLIAM WALTER WATTS

ALL ROADS led to radio for Wally Watts—yet he might have missed the road to success if he hadn't got stuck in the mud.

Watts was one of two Chicago youths who set out for the West Coast in a jalopy in 1923, determined to sign up as shipboard wireless operators on the Pacific. But the boys encountered so much mud in Iowa that they were broke when they reached Denver, and had to change their course. It was a good change: E. C. Page, now of Washington, D. C., has become one of the nation's leading television engineering consultants, and William Walter Watts this month was elected vice president of the Radio Corporation of America in charge of all technical products of the RCA Victor Division.

As vice president in charge of the RCA Engineering Products Department from 1946 until his election to the higher post this month, he was responsible for overall planning and supervision of the company's efforts to meet fast-growing equipment needs of TV broadcasters throughout that eventful seven-year period.

And when the prospect of uhf television loomed on the horizon with its promise of greatly expanded broadcast operations, it was again his job to spark and coordinate an all-out program of product development and production.

Recognizing, also, the need of broadcasters for a means of providing their engineers and technicians with instruction in the operation of new circuits and equipments, he encompassed in his program for the department the series of TV technical training clinics begun in 1948 and still being scheduled.

Born in Chicago on April 9, 1902, Mr. Watts is a son of the late Frank W. Watts, an architect, and Amelia Trelevan Tapson Watts, both of whom came to this country from their native England in 1884.

The radio bug infected William Walter at a tender age. He had already helped to build and was operating his first "ham" gear in 1912, when he was only 10. A few years later he teamed up with Mr. Page and the two jointly operated an amateur station in the Chicago suburb of Evanston, using the call letters 9BP. Still later, Mr. Page entered a partnership with E. A. Beane, former federal supervisor of radio for the Chicago district, to build broadcast transmitters, and the basement of the Watts home became the production center for one of the nation's first commercial transmitters, built for Chicago's station WBBM.

Meantime, Mr. Watts had attended public grade schools and the Lane Technical High School in Chicago, and had taken a course in wireless telegraphy in the Chicago Telegraph Institute. His first job was clerking in a Chicago bank. Then came the fateful expedition westward with his ham radio partner.

Messrs. Watts and Page spent five days "mushing" through Iowa, "most of the time behind a horse or a tractor," by Watts' own account of the adventure. The great migration ended with jobs in a Denver broadcast station and, six months later, a return to Chicago. There, Mr. Page joined Beane in the transmitter-building venture, and Mr. Watts took a job as a technical writer in the radio department of Montgomery Ward Inc.

From that time forward, Mr. Watts' progress was steady and assured. For all but four of the next 19 years, he was associated with Montgomery Ward, and for all but the last two years of this period, his field was radio. During his first term with the company, extending from 1923 to 1936, he was advanced to mail order sales manager for radio and electronic equipment, and later for all major appliances and hard goods.

The year 1936 brought a change that took him back to Iowa, scene of the early turning point in his career. In that year he left Montgomery Ward to join the Zenith Radio Corp., with which he served until 1940 as vice president in charge of the Wincharger Corp., a subsidiary with headquarters in Sioux City.

He joined the U. S. Army Signal Corps in 1942 as a major, assigned to the post of Executive Officer for the Signal Corps Stock Control Agency.

After being elevated to the rank of colonel and winning the Legion of Merit award for his services, he joined RCA in 1945 as general sales manager of the Engineering Products Dept. of the RCA Victor Div. It was only six months later that he was elected vice president in charge of the department.

Colonel Watts' government service did not end in 1945, however. In 1951, he was granted a leave of absence from RCA to serve with Maj. Gen. William Henry Harrison, Defense Production Administrator, as Deputy Administrator for Procurement and Production. He was national president of the Armed Forces Communications Assn. last year, and was the founder and first president of the Philadelphia chapter of that organization.

Mr. Watts and his wife, the former Lillian McCormick of Chicago, live in Wynnewood, a suburb of Philadelphia, and are the parents of Mrs. Charles W. Patton Jr. (until her marriage June 6, Miss Mary Elaine Watts), a television actress. As "Red Cotton," she is a star of the TV network show, *Action in the Afternoon*.

Mr. Watts' hobbies are photography, golf and hunting. He is a member of the Philadelphia Country Club, the Pine Valley Golf Club, the Institute of Radio Engineers, and the American Radio Relay League.

1ST

. . . Reaching MORE Chicagoland television homes (more than 75 per cent) than any other Chicago station on an average day, sign-on to sign-off—ALMOST 10 PER CENT MORE THAN THE SECOND STATION.

. . . Reaching MORE Chicagoland television homes than any other Chicago station on an average weekday, sign-on to 6:00 p.m. —ALMOST 37 PER CENT MORE THAN THE SECOND STATION.

. . . Reaching MORE Chicagoland television homes than any other Chicago station on an average night, 6:00 p.m. to sign-off—SIX PER CENT MORE THAN THE SECOND STATION.

. . . With the highest rating in more quarter-hours during a week than any other Chicago station—48 PER CENT MORE THAN THE SECOND STATION.

. . . With an average rating for all quarter-hours during a week greater than any other Chicago station—26 PER CENT MORE THAN THE SECOND STATION.

The "Q for Quality" Station in Chicago Television

American Research Bureau, April 1953

NBC TV

Quality Programming
Quality Facilities
Quality Audience

WNBQ
CHANNEL 5

Represented by NBC Spot Sales

XUM

Baltimore is different!

. . . and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

W-I-T-H *covers this highly concentrated market efficiently!* You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

Nielsen proves **W-I-T-H's** *superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY

BROADCASTING TELECASTING

June 22, 1953 Vol. 44, No. 25

FCC FIRES FIRST 'STRIKE' SALVO; ISSUES CP IN PINE BLUFF, ARK.

Stating that facts indicate the Ch. 7 bid of Arkansas TV Co. was not filed in good faith but to delay, Commission dismisses the application and issues grant to Central-South Sales Co. Grants for eight new TV and initial decisions in four cases also are reported.

FCC SPOKESMEN late last week predicted a wave of petitions protesting alleged "strike" or "block" television applications, stemming from the Commission's precedent order Thursday which granted vhf Ch. 7 at Pine Bluff, Ark., to Central-South Sales Co. and dismissed the competitive application of Gaylord Shaw trading as Arkansas TV Co. on the grounds the Shaw bid was a delaying action [B•T, June 8].

The same officials indicated the Commission may take action in the near future in additional cases involving "block" complaints. Investigation of such charges is underway, it has been reported earlier.

Flagrant cases, once uncovered and acted upon by FCC, may be referred to Justice Dept. for prosecution, Commission representatives have hinted.

Meanwhile, C. B. Collins, Washington attorney for Piedmont Radio Co., applicant for uhf Ch. 17 at Spartanburg, S. C., in contest with Sterling TV Co., disclosed a letter of June 10 to FCC Chairman Rosel Hyde protesting the story in the June 8 issue of B•T which described Commission efforts to act on alleged "strike" applications.

Claims Not Notified

Mr. Collins questioned the source of information that FCC is investigating the Piedmont Radio bid. He wrote that while Piedmont has petitioned FCC to designate the applications for hearing and to dismiss the Sterling bid, "no communication has been received from the Commission [about the petition] but rather an injurious magazine article has been published."

[Editor's Note: Competent FCC authority confirmed that the Commission has sent Piedmont Radio Co. a letter soliciting additional information on its application and circumstances concerning its filing.]

The Pine Bluff grant was made by the Commission last week promptly after expiration of the 10-day deadline for reply set forth in its McFarland letter to Mr. Shaw. The letter, sent registered air mail after FCC approval of its contents June 4, recited background concerning the Pine Bluff applications and the findings of the Commission's investigation of the case.

Not receiving a reply, the Commission majority comprising Chairman Rosel H. Hyde and Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley on Wednesday voted to grant the Central-South application and to dismiss the Shaw bid. The action was made public Thursday.

FCC's letter to Mr. Shaw concluded "a study of the facts . . . would appear to indicate that your application was not filed in good faith or with intent to construct and operate the television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South."

The successful Central-South Sales Co. principals are John T. Griffin, James C. Leake and John Esau, operators of KFPW Fort Smith, KTUL Tulsa and KOMA Oklahoma City.

Mr. Shaw is in the construction business at Dallas with Burnett Estes. The latter withdrew his competitive Ch. 7 application at Pine Bluff as Mr. Shaw tendered his bid for the same frequency. FCC's letter notes the engineering portion of the Shaw application duplicates that of the Estes bid.

Texts of FCC's letter to Arkansas Television Co. and Piedmont Radio Co.'s letter to Chairman Hyde appear on page 32.

Mr. Estes still has pending an application at Fort Smith, Ark., for vhf Ch. 5 under the name of Razorback TV Co. It was filed in mid-January and is in contest with the Ch. 5 applications of American TV Co. and George T. Hernreich. Both of the latter were filed in July 1952.

Aside from its ruling in the Pine Bluff case, FCC granted a total of eight new TV stations last week and announced initial and final decisions in several hearing cases, pointing up its current concentrated effort to break the pending log jam of contested applications.

Six of the new grants resulted from FCC's new policy to act immediately on survivor applicants in contested cases following dismissal of the mutually exclusive applicant.

The new TV grants follow:

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARK), granted vhf Ch. 4 with effective radiated power of 100 kw visual and 50.1 kw aural, antenna height above average terrain 1,900 ft. Ch. 4 competitor Arkansas TV Co. (includes KWKH Shreveport and KTHS Hot Springs principals) amended to enter vhf Ch. 11 contest with bids of Wrather, Hill & Alvarez and KLRA Little Rock.

Bakersfield, Calif.—Kern County Bcstrs. (KERO), granted vhf Ch. 10, ERP 11.7 kw visual and 5.89 kw aural, antenna 380 ft. Lemert Bcstg. Co., which includes Jack Benny as part owner, dropped its Ch. 10 application.

San Jose, Calif.—John A. Vietor Jr., granted uhf Ch. 48, ERP 107 kw visual and 58.9 kw aural, antenna 2,640 ft.

Quincy, Ill.—Quincy Bcstg. Co. (WGEM), granted vhf Ch. 10, ERP 316 kw visual and 158 kw aural, antenna 680 ft. Lee Bcstg. Co. (WTAD) gave up its Ch. 10 bid because of purchase of nearby KHQA-TV Hannibal, Mo., new Ch. 7 grantee [B•T, June 15].

Albuquerque, N. M.—Alvarado Bcstg. Co. (KOAT), granted vhf Ch. 7, ERP 22.9 kw visual and 12.9 kw aural, antenna 770 ft. Greer & Greer, grantee for KTVK (TV) on vhf Ch. 2 at Santa Fe, dismissed its Ch. 7 application at Albuquerque.

Cleveland, Ohio—Cleveland Bcstg. Inc. (WERE), granted uhf Ch. 65, ERP 204 kw visual and 110 kw aural, antenna 650 ft. WGAR fortnight ago withdrew its Ch. 65 application [B•T, June 1].

Houston, Tex.—Shamrock Bcstg. Co. (KXYZ), granted uhf Ch. 29, ERP 1,000 kw visual and 501 kw aural, antenna 670 ft. John B. Hill, former part owner of KOTV (TV) Tulsa, dropped his Ch. 29 application.

Pine Bluff, Ark.—Central-South Sales Co., granted vhf Ch. 7, ERP 24.5 kw visual and 13.2 kw aural, antenna 510 ft. FCC dismissed competitive bid of Arkansas TV Co. upon concluding it was filed to delay a grant to Central-South.

In the hearing case actions, FCC announced:

• Initial decision by Examiner James D. Cunningham looking toward grant of vhf Ch. 4 at Denver to Metropolitan TV Co. (KOA) and denial of the competitive bid of KMYR. The decision would require Metropolitan, within 30 days after final decision, to furnish "concrete proof" of the removal of all presently existing conditions under which NBC has an ownership interest and a controlling status therein through loan agreement for $1.25 million to Bob Hope Productions Inc. [B•T, May 25].

KOA Programming

The examiner concluded KOA better demonstrated that local program plans would be carried out, despite KMYR's higher percentage of stock ownership and operation integration. He ruled the NBC loan provisions, termed control by FCC's Broadcast Bureau, do not disqualify KOA. Hope Productions plans to settle the loan upon final grant.

• Recommended grant of vhf Ch. 6 at Portland, Ore., to Mt. Hood Radio & TV Bcstg. Corp. (KOIN) in initial decision by Examiner Elizabeth C. Smith. Competitive bid of KGW would be denied since, through new merger agreement, KGW owner Samuel I. Newhouse Jr. may buy 50% of KOIN after disposing of KGW [B•T, June 8, May 25].

• Proposal to grant uhf Ch. 27 at Harrisburg, Pa., to Rossmoyne Corp. (WCMB Lemoyne, Pa.), in initial decision by Examiner William G. Butts, which would deny competitive application of WHGB. Examiner cited Triangle Publications Inc.'s (WFIL-AM-TV Philadelphia) 50% interest in WHGB and indi-

cated grant to Rossmoyne would diversify control of mass media.

• Initial decision by Examiner Smith to grant uhf Ch. 21 at Vancouver, Wash., to KVAN and to deny mutually exclusive application of Mt. Scott Telecasters Inc. (KGON) seeking the channel at Portland, Ore.

• Final decision to make effective immediately the initial decision of Examiner Butts to grant uhf Ch. 14 at Worcester, Mass., to Salisbury Bcstg. Corp., headed by comb manufacturer William B. Smith [B•T, June 8]. Competitive bid of WNEB was withdrawn earlier. Grant specifies ERP of 200 kw visual and 106 kw aural with antenna 812 ft.

The Commission last week also advised Mountain States TV Co., permittee for uhf Ch. 20 KIRV (TV) Denver, that it is unable to determine "that you have been diligent in proceeding with the construction authorized in your outstanding permit or that you have been prevented from commencing such construction by causes not under your control." FCC gave 30 days for reply.

Baton Rouge, La., vhf Ch. 2 contestants Louisiana TV Bcstg. Corp. and Southern TV Co. of Baton Rouge Inc. were designated for hearing July 17 in Washington. Louisiana TV represents a merger of two former Ch. 2 contestants, WJBO and WLCS, the latter proposed to be sold after grant. Southern TV is headed by attorney Jack P. F. Gremillion, formerly interested in WAFB there.

Grand Rapids, Mich., uhf Ch. 23 case was set for hearing in Washington on a date to be determined. Contestants are W. S. Butterfield Theatres Inc. and WGRD, the latter now in hearing with its protest of Versluis Radio & TV Inc.'s uhf Ch. 35 grant at Muskegon, Mich.

The Commission added its 245th educational TV channel by finalizing its proposal to add uhf Ch. 70 at Bowling Green, Ohio, and made final the addition of commercial uhf Ch. 55 to Porterville, Calif.

In the Pine Bluff case, FCC's letter to Mr. Shaw noted that Central-South filed for Ch. 7 on Dec. 9, 1952, while Mr. Shaw's Dallas business partner, Mr. Estes, filed a competing bid on Dec. 29. The letter stated Mr. Estes withdrew the application in late January but at the same time Mr. Shaw filed, the latter's bid copying the engineering of the Estes application.

FCC described the engineering as defective since the proposed site was on land the availability or suitability of which was never sought.

Battle of Petitions

Concerning the Spartanburg Ch. 17 contest, FCC records show that Sterling TV Co. filed on Feb. 16 while Piedmont Radio Co. filed on March 17. Piedmont on April 27 petitioned FCC to designate the applications for comparative hearing and asked that the Sterling bid be dismissed for allegedly failing to meet South Carolina incorporation requirements.

Sterling on May 1 replied that Piedmont misunderstood the state laws and petitioned "to strike as sham or dismiss for want of good faith" the Piedmont bid [B•T, May 11]. Sterling also attacked applications of Piedmont principals in Greenville, S. C., now dismissed, and Hattiesburg, Miss., as speculative.

In reply May 8, Piedmont charged the Sterling petition "contains many misstatements and false premises, and is misleading in the conclusions it attempts to establish" [B•T, May 18].

Principals in Piedmont Radio include T. Julian Skinner, attorney at Jasper, Ala.; W. E. Benns Sr., 20% owner of WVOK Birmingham; Virginia Mason, Washington, D. C., and Rowland Sheppard Oliver, U. S. Agriculture Dept. administrative assistant.

Sterling TV is composed of Sterling W. Wright, Robert M. Carlisle and Fred W. Symmes. The latter has interests in WBCU Union City and WMRC Greenville, S. C.

Reports from the new grantees:

Fred J. Nahas, executive vice president of KXYZ, said no firm date has been set for the new uhf Ch. 29 station because this is contingent upon delivery of GE equipment. But, he added, Glenn McCarthy, station owner, had ordered "full speed ahead." KXYZ is ABC. Free & Peters is representative.

John Esau, speaking for Central-South Sales Co., Pine Bluff, asserted the Ch. 7 station should be on the air within three months. It will be GE throughout. CBS affiliation is in line, he said, pointing out the station is located 27 airline miles from Little Rock. Avery-Knodel is national representative.

T. K. Barton, vice president and general manager, KARK Little Rock, said following FCC's grant of Ch. 4 that installation of an entirely new plant for both AM and TV is contemplated and perhaps "six months" might be entailed in construction. He asserted RCA equipment would be used throughout. KARK is an old line affiliate of NBC and is represented nationally by Edward Petry & Co.

Joseph S. Bonansinga, vice president, treasurer and manager of WGEM Quincy, Ill., said no target date has been set for the Ch. 10 outlet. Equipment will be DuMont. WGEM radio is affiliated with ABC.

Gene DeYoung, president and general manager of KERO Bakersfield, said a target date has been set for late September for the Ch. 10 station. RCA equipment will be used. NBC affiliation is set, he asserted, with Avery-Knodel national representative.

Richard M. Klaus, general manager of WERE Cleveland, said the new uhf Ch. 65 station probably would be on the air by fall. O. L. Taylor Co. will be national representative, he said.

Piedmont Radio's Letter

June 10, 1953

Dear Mr. Hyde:

It is more than embarrasing to learn through the lead article in "BROADCASTING • TELECASTING" Magazine, June 8, 1953, that our application for television facilities Ch. 17 in Spartanburg, S. C., is being publicized as a "strike" application. Even of more concern is the statement in the magazine that the Commission is continuing a second investigation in an endeavor to classify our application as a "strike bid".

The disturbing factor in this report is—where did the writer of the article get his information? If the information came from persons processing the application within the FCC, then our application is being considered by persons that are already prejudiced and have, in fact, made a pre-determination of the merits of our application before affording us an opportunity to be heard.

The Board of Directors of the Piedmont Radio Co. is surprised, to say the least, to learn that your honorable Commission has abandoned decorum in permitting irreparably damaging statements of this nature to become the subject of trivial conversation throughout the broadcasting industry. We believe that if you had personally known of the situation that you would not have permitted all the rules of common decency and justice to be abandoned by your staff.

On April 27, Piedmont Radio, in accordance with the rules of the Commission and Federal Communications Act, respectfully requested that the applications of Sterling Telecasting and Piedmont Radio be set for hearing. No communication has been received from the Commission stating whether or not the petition has been granted or denied, but rather an injurious magazine article has been published.

Piedmont Radio Co. has filed before the Commission in all sincerity an application for a construction permit. It desires to be granted such a permit to erect a broadcast facility to serve the Spartanburg area, and it most seriously and conscientiously requests that the Commission grant that construction permit. Piedmont Radio Co., after having an opportunity to become acquainted with the contents of Sterling Television Co.'s application, is of the opinion that the Piedmont application is more meritorious and would receive a grant after a hearing has been held.

Sterling Telecasting, through its attorney, Mr. Glenn Wilkinson, has made offers to pay Piedmont Radio Co.'s expenses to date if it will dismiss its application. Piedmont Radio is not interested in receiving compensation of this nature, but is interested in receiving a construction permit to fulfill the desires of the stockholders.

Since no formal statement, show cause order, or request has been received from the Commission, we can find no procedure in the rules to guide us in answering this damaging allegation.

We most respectfully request that you, as chairman of the Commission, inform us as to what procedure we should undertake to insure that our application be processed in the spirit and demeanor in which it was filed.

Sincerely,

C. B. Collins, Attorney

PIEDMONT RADIO CO.

By Direction of its Secretary

FCC's Letter to Arkansas TV

June 4, 1953

Arkansas Television Co.

Dallas, Texas

Dear Sir,

This letter has reference to the application of Gaylord Shaw, trading as Arkansas Television Co., for television facilities at Pine Bluff, Ark. (BPCT-1523), and the Commission's independent investigation of the circumstances surrounding the filing of that application. From a study of this application and facts obtained during the course of the above-mentioned investigation, the following facts appear:

(a) Mr. Gaylord Shaw and Mr. Burnett Estes were engaged in the general contracting business in Dallas, Tex., as partners prior to Dec. 31, 1952. Neither Mr. Shaw nor Mr. Estes had any connection with radio or television prior to the filing of TV applications in Pine Bluff, Ark.

(b) On Dec. 9, 1952, Central-South Sales Co. filed an application for TV Channel 7 in Pine Bluff, Ark. Thereafter, on Dec. 29, 1952, Mr. Estes filed a competing application for Channel 7 in Pine Bluff. It appears that the engineering data upon which the Estes application was filed was obtained by Mr. Ross Prescott, a Dallas attorney, who contacted Mr. Don Reynolds in Fort Smith, Ark., on or about Dec. 21, 1952. Mr. Reynolds then had his associate Mr. R. C. Butz make a trip to Pine Bluff to obtain engineering data and local maps for use in preparing the engineering portion of the application.

(c) Mr. Butz obtained city maps and engineering data in Pine Bluff on Dec. 23, 1952, and forwarded them to Mr. Prescott. On these maps Mr. Butz indicated a proposed transmitter site, which site was selected by him as a result of a casual inspection by him of the general area. He at no time approached the owners of the property designated as the transmitter site to determine its suitability or availability. He forwarded aerial photographs of this site marked as taken on Dec. 22, 1952, whereas in fact the photographs had been taken in October 1952.

(d) The engineering information furnished by Mr. Butz was used in the preparation of the Estes application. After the Estes application was filed, representatives from the Pine Bluff Chamber of Commerce contacted Mr. Estes in an attempt to persuade him to withdraw his application so that the Central-South application could be granted and Pine Bluff would receive immediate television service. These representatives have stated in effect

that Mr. Estes offered to withdraw his application for $25,000, which sum was not paid. Mr. Estes, however, later agreed to withdraw his application, apparently because he had been told by his bankers to do so. Mr. Estes agreed to withdraw on Jan. 12, 1953, but would not sign a letter dismissing his application at that time. On Jan. 17, 1953, he wrote the Commission a letter dismissing his application. The application was dismissed by the Commission on Jan. 22, 1953.

(e) On the same date that Mr. Estes wrote a letter dismissing his application, the Shaw application for the same facilities was forwarded to the Commission. This application was an exact duplicate of the Estes application insofar as engineering, financial and program matters were concerned.

(f) The Shaw application shows Mr. Shaw as having a net worth of $1,000,000 and annual income in excess of $100,000 a year after taxes. Evidence obtained by the Commission's investigators raises serious question as to the accuracy of these figures. Since the Shaw application engineering data was a copy of the engineering data appearing in the Estes application, the deficiencies in the Estes application pertain to the Shaw application, namely; that the application is based on on a transmitter site, the suitability or availability of which is open to serious question. There is evidence that Mr. Shaw made no attempt to check the accuracy of the engineering data submitted by him or that he had made no effort to check other aspects of the application since his only personal knowledge of Pine Bluff consisted of one airplane flight over the city.

For your information, Sec. 308(b) of the Communications Act of 1934, as amended, states in pertinent part that "The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked." Moreover, Sec. 309(b) of the Communications Act of 1934, as amended by Sec. 7 of Public Law 554, requires that before any valid application be designated for hearing, the applicant must be informed as to why a grant without hearing cannot be made, and afforded an opportunity to reply. The purpose of this is to give the applicant opportunity to inform the Commission of any reason why it believes the application should not be designated for hearing. Additionally, Sec. 1.361 of the Commission's rules and regulations provides for dismissal by the Commission of defective applications.

A study of the facts set out above would appear to indicate that your application was not filed in good faith or with intent to construct and operate the television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South Broadcasting Co. BPCT-1479). Moreover, the facts surrounding the selection of your transmitter site indicate that at no time was any inquiry made with respect to either its suitability or availability.

Accordingly, in the light of the above facts and the rules and regulations set forth above, you are directed, pursuant to Sec. 308(b) of the Communications Act, to file with the Commission within 10 days of the date of this letter a verified statement. This should state specifically the respects in which you believe the information set forth in paragraphs (a) through (f) above to be incorrect, together with a full and specific statement of what you believe to be the actual facts. Upon receipt of your response, the Commission will give prompt consideration to whether it should take further action upon the basis of your application being defective within the meaning of Sec. 1.361(c) or whether it should take further action upon the basis of your application having been filed to impede or delay the Central-South application. In the event the Commission determines that a hearing may be necessary, you are informed that the issues in any order designating such hearing will be based upon the facts set forth in paragraphs (a) through (f) above.

BY DIRECTION OF THE COMMISSION
T. J. Slowie
Secretary

CC: Lee Shipp, Esq.
Great National Life Bldg.
Dallas, Tex.

Approved Commission meeting, June 4, 1953, TV Agenda, Item 6

SUMMER, FALL SHOWS FIND BUYERS

Two advertisers take network TV summer time with two others planning part sponsorships of 'Omnibus.'

SALES activity continued to be kinetic in network television last week with at least four advertisers signing up for shows.

The sponsors are General Foods (Post Cereals Div.), Revlon Products Corp., Greyhound Corp., and the Scott Paper Corp.

Post Cereals Div. of General Foods, effective Sept. 12, will sponsor *Rod Brown of the Rocket Rangers* on CBS-TV, Saturday, 11:30-12 noon. Each program in the series is a complete episode. Young & Rubicam, New York, is the agency.

Revlon, starting tomorrow (Tuesday), will underwrite *The Revlon Mirror Theatre*, a summer series of half-hour dramas, on NBC-TV, Tuesday, 8-8:30 p.m. EDT. The program is an MCA package and will be co-produced by Donald Davis and Dorothy Mathews and directed by Daniel Petrie. William H. Weintraub & Co., New York, is the agency.

Greyhound Corp. and the Scott Paper Co. joined American Machine & Foundry Co. to make three of the possible four sponsors for next season's *Omnibus*, 90-minute Sunday series on CBS-TV produced by the TV-Radio Workshop of the Ford Foundation. The show returns to the air in the 5-6:30 p.m. EST period in October.

All three advertisers were among those sponsoring the program during the past season.

Agency for Greyhound is Beaumont & Hohman; for Scott Paper, J. Walter Thompson Co., and for American Machine & Foundry, Fletcher D. Richards.

Citrus Group Cuts Money For Radio, Increases TV

THE FLORIDA Citrus Commission sliced radio's share of its proposed 1953-54 advertising budget to $120,425 and increased TV's share to $620,750 at the group's meeting Wednesday at Lakeland with representatives of its agency, J. Walter Thompson Co. TV tentatively has been allotted $485,435 and radio $240,851 in the group's original $2,803,000 budget proposed earlier [B•T, June 8].

An additional $120,425 may be invested in radio, however, as the season progresses and more money becomes available from a state orange assessment, it was revealed at the meeting.

TV spots starring Miss America will be started immediately in a 13-week test using seven spots weekly in Los Angeles, San Francisco, Denver, Seattle-Tacoma, Salt Lake City, Spokane and Portland.

The commission's advertising committee, headed by Robert Wooten, Tampa, and J. Walter Thompson Co., were asked to look into the possibility of obtaining services of Tom Moore to advertise Florida citrus products for 52 weeks over the entire Mutual network for a half-hour, five days a week, at an estimated cost of $550,000. It was felt part of the cost might be underwritten by the Florida State Advertising Commission.

Compton Adv. Getting Ready for Color Film

COMPTON ADV., New York, agency for Procter & Gamble Co., Cincinnati, is looking into the possibilities of filming its shows in color.

Lewis Titterton, vice president in charge of radio and television for the agency, will be on the West Coast this week to work out production details involved in color filming of *Fireside Theatre*.

Although the agency does not consider color television is in any way imminent, Robert D. Holbook, president, cautioned, it is felt a detailed plan of operation should be ready even if it doesn't have to go into effect for a year or two.

HERSCHEL CONDON, new president of Cincinnati's Dow Drug Co., prepares to celebrate his firm's 70th anniversary this month as he signs for Tom McCarthy's noon news broadcast over WKRC Cincinnati five time weekly. Smiling on the contract-signing are (l to r) C. K. Smith, secretary-treasurer of Dow's; Newsman McCarthy; Lou Mueller of the Mueller Adv. Agency; Herb Heilbrun, WKRC sales representative, and Hubbard Hood, WKRC sales manager. Mr. Condon also is president of Brunhoff Manufacturing Co., Cincinnati, recently acquiring controlling interest in Dow's. For several years he was owner of the Farm & Home Center, Milford, Ohio, and used Mr. McCarthy's programs over WKRC as his advertising medium then.

WPRS First Must See 'Gleem' of P&G Cash

IF THERE'S newsworthy interest in a Compton Adv. handout eulogizing the new Procter & Gamble "Gleem" toothpaste, WPRS Paris, Ill., isn't aware of it.

The station has written Joseph Field, publicity director of Compton in connection with a Gleem handout directed at women commentators. The agency's handout, curiously, spells it "Proctor" instead of "Procter."

Unimpressed by the claim that Gleem has "sparkling new flavor" and its GL-70 "fights decay every time youngsters use it," A. C. Ferguson Jr., WPRS general manager, wrote Mr. Field in this vein:

We are a 500 w independent station located on five acres two miles west of Paris, Ill. We are proud of our station and are doing a good business. However, once in a while we listen to network stations to see what the rest of the world is doing. We hear 'Gleem' all over the place. We presume that that time is given to Procter & Gamble as a release for women commentators for their programs, at no cost. If that is true, we are willing to run it in the same manner.

It also happens, although we are located out here in the country, that we sometimes read the revenue reports showing receipts from Procter & Gamble to the networks, and it is assumed by our slow-working brains that perhaps Procter & Gamble is paying, at least, for some of their advertising.

To sum it up, if you have nothing better to offer, do not waste postage on sending out such releases to this station. It is needless to say that we have no Procter & Gamble products being advertised on this station.

Local TV Spots on Films Prepared by U-I for Exhibitors

TELEVISION spot announcements on a local level will be included in advertising campaigns prepared by Universal-International for its summer releases, it was announced last week by David A. Lipton, vice president in charge of advertising and publicity.

The motion picture company has prepared a series of 60-second and 20-second spots on all films being released during July and August he said. These are available to exhibitors through the company's home office in New York.

While TV has been used in the past on selected U-I feature films, this marks the first time video spots have been made available on an entire group of releases, Mr. Lipton said.

Esty Expands Research

EXPANSION of research operations staff of William Esty Co., New York, was announced last week by James J. Houlahan, agency president. Bernard H. Ober, ABC research analyst, has been named supervisor of media and sales research, and Kermit K. Schooler of the Survey Research Center, U. of Michigan, will direct the department's consumer research program. In addition, Mr. Houlahan annouced the appointment of James M. Stewart, advertising manager, J. T. Baker Chemical Co., as assistant account executive on the National Carbon Co. account, effective June 29.

Lorillard Elevates James

ALDEN JAMES, director of advertising of the P. Lorillard Co., has been elected a vice president of the company effective July 1.

SKIING was part of their Sun Valley vacations, but Robert C. Culbertson (l), head of his own Hollywood advertising agency, and Stan Bachrack, KLAC Hollywood account executive, also negotiated for U. S. Rubber Corp., Los Angeles, to sponsor quarter-hour *Sports Book* three times weekly on the station for one year.

Radio Brings Sales For Firm Up 59.7%

SUCCESS of Williamson-Dickie Mfg. Co.'s quarter-hour transcriptions of popular and old favorite musical selections by the Dickies Hometowners—a five-member NBC instrumental and vocal group—was marked by a 59.7% increase for 1952 in sales of work clothes by retailers for the Fort Worth firm.

W-D advertising manager E. Glenn Elliott said his firm has transcribed 156 programs, which are offered free to dealers for local radio sponsorship, with most of the 125 dealers in 31 states scheduling early-morning sponsorship three times weekly.

The transcribed series carries one 50-second Williamson-Dickie announcement, giving the retailer more than two minutes additional to advertise any product he wishes that is not competitive with W-D products. The firm's address: 509 W. Vickery, Fort Worth, Tex.

Dodge to Marketing Post

SHERWOOD DODGE, vice president, Foote, Cone & Belding, N. Y., named vice president in charge of marketing for the agency. His duties include supervision of all media, research, and merchandising activities in the New York office.

Millie Trager on Leave

MILLIE TRAGER, public relations director of Raymond Spector Agency, N. Y., is taking a six-month leave of absence to write a book on publicity and to visit Europe.

NEW BUSINESS

Chrysler Corp., on behalf of its four divisions—Plymouth, Dodge, De Soto, and Chrysler—effective July 11 will sponsor *Medallion Theatre* on CBS-TV, Sat., 10-10:30 p.m. EDT. Agency: BBDO, N. Y.

Hawaiian Pineapple Co., S. F. (Dole frozen fresh pineapple juice), in concentrated campaign, to sponsor participation, with filmed spots, in *Today* on 45 NBC-TV stations, Wed., Fri., between 7-9 a.m. EDT.) for 13 weeks from July 1. Supplementing will be TV filmed spots on stations in cities where program is not shown. Agency: N. W. Ayer & Son, N. Y.

Toni Co. (Prom Home Permanent), has purchased *Place the Face* audience participation quiz show, on NBC-TV, Thurs., 7:30-8 p.m. CDT, for eight weeks starting July 2. Agency: Leo Burnett Co., Chicago. Borden Co. will resume sponsorship of that period Aug. 27.

P. Lorillard Co., N. Y., renews sponsorship of 11:45 a.m.-12 noon portion of *Queen for a Day*, MBS, Mon., Fri., 11:30 a.m.-12 noon EDT. Agency: Lennen & Newell, N. Y. **Realemon-Puritan** sponsors 11:30-11:45 a.m. segment Mon., Wed., Fri., and **Quaker Oats** on Tues. and Thurs.

Kaiser-Frazer Corp., Willow Run, Mich., signs Lowell Thomas newscasts on CBS Radio, 6:45-7 p.m. EDT, 52 weeks, starting June 29. Agency: William H. Weintraub & Co., N. Y.

Kraft Foods, Chicago, to continue its *Great Gildersleeve*, NBC, Wed., 8:30-9 p.m. EDT, through summer. Agency: J. Walter Thompson Co., Chicago.

General Mills renews *Bill Ring Show* on ABC radio, Mon., Wed., Fri., 12:30-45 p.m. EDT, for 52 weeks from June 1, on 147 stations. Agency: Knox Reeves Adv., Minneapolis.

U. S. Rubber Co., N. Y., signs for daily participations on NBC-TV's *Today* program, Mon.-Fri., 7-9 a.m. EDT, for four weeks, starting today (Monday).

Gerber's Baby Food to sponsor Thursday afternoon segment of *Break the Bank* on NBC-TV, Mon.-Fri., 3:15-30 p.m., effective this week. Agency: D'Arcy Adv., N. Y.

Block Drug Co., Jersey City, will sponsor alternately with **Vitamin Corp. of America** *Gabriel Heatter News* over Mutual Mon-Fri, 8:55-9 a.m., EDT, starting June 29. Block's agency: Cecil & Presbrey, N. Y.

AGENCY APPOINTMENTS

Simoniz Co., Chicago, names Tatham-Laird Inc., Chicago, to handle new products and HiLite furniture polish and Bodyguard liquid car wax, effective Jan. 1, 1954. Sullivan, Stauffer, Colwell & Bayles, N. Y., will also get new products assignments and will continue to handle the firm's Paste car wax, Liquid Kleener, Simoniz Non Scuff Floor Wax, Bodysheen car polish and "B" brands.

Swift Canadian Ltd., Toronto, appoints Toronto office of Needham, Louis & Brorby of Canada Ltd., and McCann-Erickson Inc., Toronto, to handle most of the company's advertising effective Nov. 1. McConnell, Eastman & Co. Ltd., Toronto, will continue to handle advertising for adhesive dept.

Holmes & Edwards, Div. of International Silver Co., Meriden, Conn., names McCann-Erickson, N. Y., as its advertising agency.

Lionel Corp., N. Y., names Grey Adv., N. Y., to handle advertising for its 3-D cameras.

Zippo Mfg. Co., Bradford, Pa., appoints N. W. Ayer & Son, Phila.

Catalina, Inc., L. A., (swimsuits, sportswear), names Foote, Cone & Belding Inc., that city, effective July 1.

KATZ FORMS STATION FILMS INC. TO BUY FILMS FOR CLIENT OUTLETS

Agency President Eugene Katz says SFI, to be headed by Robert Salk and to get underway Aug. 1 on a non-profit basis, will enable client stations to obtain "the best available film economically and efficiently."

STATION Films Inc., has been formed by The Katz Agency as a film-buying service for the TV stations represented by Katz, it was announced Friday by Eugene Katz, president of the representative organization. Robert H. Salk, formerly TV program manager of Katz, will head the new operation, which will get under way officially Aug. 1, with offices at 30 Rockefeller Plaza, New York.

In announcing the new service, Mr. Katz said his organization has been a "vigorous advocate of film since the inception of commercial television—film for advertisers who want to make the most flexible and economical use of TV, film for stations to strengthen their program structures. The formation of Station Films Inc. is a logical extension of these policies."

Service to Stations

SFI should serve its client stations "by enabling them to obtain the best available film efficiently and economically," Mr. Katz said, and by establishing a central buying office for an important group of stations SFI also should reduce sales costs for the producers and distributors of film for television "and encourage their output of improved film." The film performance data which Station Films will collect for its client stations should help them "produce better station programming and more resultful film programming for advertisers," he commented.

Station Films will have three major areas of operation, Mr. Salk explained. "First, we will scout new film properties for our stations," he said. "By our representation of a large group of major market outlets we expect to be in a position to obtain for our stations first runs of good film programs in their territories."

Mr. Salk

Mr. Katz

Second function of SFI will be to fill custom orders of stations for specific types of films needed for particular segments of their program schedules. In this function, SFI will serve its station clients in much the same way that a resident buying organization in a major production center serves retail stores throughout the country.

Finally, Station Films will maintain a pool of information on films available for station use, with full data on their success in building audiences for TV stations and sales for advertisers in previous telecasts in other markets, if the films have been aired earlier, as well as details of price, running time, program content and similar descriptive material, Mr. Salk said.

Station Films will operate on a non-profit basis, supported by its member stations. Contracts were in the mail last week to the TV stations represented by The Katz Agency. That group, the potential client list for SFI, includes:

KPHO-TV Phoenix, KLAC-TV Los Angeles, KPIX (TV) San Francisco, WNHC-TV New Haven, WMAL-TV Washington, WAGA-TV Atlanta, WFMB-TV Indianapolis, KVTV (TV) Sioux City, WMAR (TV) Baltimore, WJBK-TV Detroit, WOOD-TV Grand Rapids, WJTV (TV) Jackson, Miss., WHEN (TV) Syracuse, WKRC-TV Cincinnati, WXEL (TV) Cleveland, WTVN (TV) Columbus, Ohio, WSPD-TV Toledo, WKY-TV Oklahoma City, WJAC-TV Johnstown, Pa., WFIL-TV Philadelphia, KEYL (TV) San Antonio, KHQ-TV Spokane, WSAZ-TV Huntington, W. Va. KATZ also will represent WMAZ-TV Macon and WMT-TV Cedar Rapids when they begin operations in the fall.

Reed Productions, UTP Sign Pact to Cut Costs

Agreement between Roland Reed Productions and United Television Programs bars commission to UTP for acting as national sales representative but gives the firm syndicate rights at an increased distribution fee.

ROLAND REED Productions, Hollywood, and United Television Programs have signed an agreement which they believe will offset rising TV programming costs for the sponsor while maintaining a high quality of entertainment, Guy V. Thayer Jr., vice president and executive producer of RRP, announced last week.

Under the agreement, UTP, acting as the producer's representative on national sales, will forego any commission for such representation, it was explained. In return RRP will give UTP syndicate rights to the shows, when available, at an increased distribution fee permitting the distributor company to make up its sales cost.

"This will give Roland Reed Productions year round national sales representation at no cost to the sponsor or agency and insures future quality product for syndication to United Television Programs" Mr. Thayer said. "In effect it means that the producer, in the long run, absorbs sales costs by paying an increased distribution fee for syndication."

First two series under the new sales arrangement will be *Men of Justice*, starring Gene Lockhart, now in production, and *Waterfront* which stars Preston Foster.

In its July 13 issue B•T will publish a special feature section devoted exclusively to articles on television film, how to produce it, where to buy it, how to use it.

HOST J. Don Alexander (r) guides guests on a tour of the Alexander Film Co., Colorado Springs, Colo., during the National Advertising Agency Network convention. The guests (l to r): Henry J. Kaufman, Henry J. Kaufman & Assoc., Washington, and Mr. and Mrs. Howard Swink, Howard Swink Advertising Agency Inc., Marion, Ohio.

NBC FILM SETS 'INNER SANCTUM'

LAUNCHING of the *Inner Sanctum* mystery shows for television by the NBC Film Div. was announced Thursday by Robert W. Sarnoff, vice president in charge of the division, who disclosed that production will start July 6 on the first of 39 filmed programs.

Producing the series, Mr. Sarnoff said, will be Himan Brown, veteran radio and TV producer, who created and produced the original *Inner Sanctum* mysteries heard for many years on radio. Mr. Sarnoff added that the shows will be filmed entirely in the East, with most of the shooting in New York. The first of the programs are expected to be ready for release and syndication in the fall.

Using All Available Talent

"This is something we have looked forward to doing for a long time," Mr. Sarnoff declared. "In order to bring the highest quality TV films to regional and local markets, the NBC Film Div. has thrown the full resources of its organization behind the project. Utilizing the talents and production know-how of such men as Carl Stanton, film division director, Stanton M. Osgood, manager of film production and theatre TV, and Brown, we hope to project the real feel of the theatre into this series."

Mr. Brown said that production will be at the rate of one show a month, with Broadway talent to be recruited for starring and featured roles in the series. He added that a stable of five writers already has completed six scripts, with at least seven more expected by the time production starts.

Atlas TV Expansion Plans

IN LINE with expanding operations, Henry Brown, president of Atlas Television Corp., announced last week plans for setting up five major territories of the company to be headed by regional sales managers who will supervise divisional salesmen. Mr. Brown said Atlas' library has grown to 900 titles, including features, westerns, comedy shorts, sports, and children's film programs.

BMI SETS UP TV FILM MUSIC DEPT.; ZIV TELEVISION ALREADY CONTRACTED

Richard L. Kirk is named director with Claude Barrere as eastern director.

ESTABLISHMENT of a television film music department of BMI and appointments of Richard L. Kirk as director, with headquarters in Hollywood, and of Claude Barrere as eastern director were announced Friday by Robert J. Burton, BMI vice president in charge of publisher and writer relations.

All TV films have some music, even if in 90% of them the music is only incidental, Mr. Burton explained. Someone controls the performance rights to each piece of music, he said, and to that extent controls the telecasting of the film. Accordingly, BMI has for some time been considering how best it might serve the TV broadcasters, the film producers and the owner of the musical rights. The result of this thinking is the organization of BMI's new TV film music department.

First function of this department will be to acquire performing rights in music used in TV filmed programs, Mr. Burton said. By this process, BMI will control for its TV customers the basic bread-and-butter musical ingredients of their programs. A blanket contract has already been negotiated with Ziv Television Programs for all Ziv TV shows, including *Cisco Kid*, *My Favorite Story*, *Boston Blackie*, and *The Unexpected*. Other TV film programs whose musical performing rights are now held by BMI include *Dangerous Assignment*, *You Bet Your Life*, *Burns and Allen*, *Schlitz Playhouse*, and a score of others, Mr. Burton said.

During the 1941 period when the broadcasters refused to accept licenses to perform ASCAP music on the terms offered them, many programs underwent sudden changes of theme music from tunes licensed through ASCAP to others that were available for broadcasting. Such changes are serious enough in the case of programs broadcast live, Mr. Burton noted, but infinitely more so if loss of the right to use the music on the air calls for making new sound tracks for all the filmed programs already completed for telecasting in the future.

Current ASCAP Situation

Underscoring the importance to producers, TV broadcasters, and sponsors of the need for obtaining continued clearance of the right to use filmed TV shows without changes in their musical accompaniment is the current ASCAP situation, with the blanket ASCAP license for licenses for telecasting expiring the end of this year and the per-program ASCAP licenses awaiting determination by the Federal Court in New York.

Along with the acquisition of musical rights for filmed programs, BMI also is securing the rights to music used with regularity on live TV program series. *Howdy Doody*, *Kukla, Fran & Ollie*, and *This Is Your Life* were cited as examples of the live shows whose integral music is now controlled by BMI.

Another major activity of BMI's new department will be to render a general advisory and consultant service on video music problems to advertisers, agencies, package program producers, and other individuals or organizations seeking help with problems of this nature, Mr. Burton stated.

The director of the BMI TV Film Department, Mr. Kirk, has been with BMI for the past seven years. He has been active primarily in the non-broadcast field, handling the use of BMI-licensed music by hotels, restaurants, dance halls, etc.

Mr. Barrere was manager of syndicated program sales for NBC and assistant advertising and promotion manager of WEAF New York (now WNBC). On leaving NBC in 1946 he opened his own program representation business. Most recently he served as director of Member Service of BAB.

Film Sales

Guild Films, New York, has sold *The Liberace Show* to the **Necchi Sewing Machine Co.,** New York, on **WNBT (TV)** New York, starting July 5 for 39 weeks, through **Doyle, Dane & Bernbach,** New York. The half-hour show currently is in 61 markets.

•

KFOR-TV Lincoln, Neb., has signed for **Interstate Television Corp.'s** *The Amazing Tales of Hans Christian Anderson*, on a 13-week basis.

•

Louis Weiss & Co., Hollywood, has leased three-run rights of "That's My Boy," feature film starring **Jimmy Durante,** to **WJBK-TV** Detroit for a one-year period. The distribution firm also has signed a one-year contract with **WCAU-TV** Philadelphia for unlimited runs of 10 Walt Disney and four "Krazy Kid" cartoons.

•

Jerry Fairbanks Productions, Hollywood, will send a production crew to Bavaria early next month to make a 30 minute documentary film in color on the history of brewing for **Miller Brewing Co.,** Milwaukee. TV release plans have not been completed.

•

Academy Films Inc., Chicago, has completed TV spots in both color and three dimension for use by **Atlanta Baking Co.** (Holsum bread), heavy radio-TV user. Twenty-second announcements will be projected to Atlanta sales managers' meeting June 22, with 3-D utilizing the Bolex system. Academy claims to have produced the first 3-D industrial film in the country and also produces regular Holsum TV announcements. Agency: **W. E. Long Co.**

•

George F. Foley Inc., New York, has been signed to produce a series of filmed TV shorts for **U. S. Coast Guard** recruiting.

Availabilities

Video Pictures Inc., New York, last week started screening for prospective sponsors the first film of its new *Your Zoo Reporter* series. The firm is producing the half-hour programs in cooperation with the New York Zoological Society, which operates the Bronx Zoo.

•

National Safety Council has just published the 1953-54 edition of the *National Directory of Safety Films*, listing 963 motion pictures and slidefilms for use in accident prevention. Films in the related fields of first aid, fire prevention and civil defense are included. The directory will be kept up-to-date with quarterly supplements. Copies of the directory are available for 75 cents each from the Council, 425 N. Michigan Ave., Chicago 11.

Production

Science Consultants, Hollywood TV production company, has been formed by **Dr. Heinz Haber,** UCLA engineering professor formerly with the Dept. of Space Medicine, USAF, and **Marche Goddard,** industrial engineer. The group will produce a 52 half-hour TV film dramatic series titled *Video Science*, dealing with phases of popular science, and designed to be entertaining as well as educational.

•

S & S Enterprises, formed in Seattle in 1950 to produce 16mm yachting films, is expanding into commercial film production, with headquarters at 907 East Columbia St., Seattle 22; phone East 5815.

Production director is **Curt Roberts,** with Criterion Films Inc., Seattle, from 1949 to 1953 as writer-director. **Ralph Hanson** joined S & S early this month to augment the sales effort. For the past five and a half years, he has been on the sales staff of KING Seattle.

Now in production at S & S, according to Mr. Roberts, are three documentaries. One, *Gillnetters of the Bering Sea*, is a 26-minute documentary being produced for nationwide television release.

•

House of Selznick, new Hollywood TV film production company headquartered at General Service Studios, has been formed by **Leon D. Selznick** and has in preparation for late July shooting a 13 half hour anthology type series, *Stage Seven*.

•

Kurt Simon Productions, Hollywood, has started shooting the first four in an educational series of 26 half-hour live and animated cartoon color films on nutrition at Eagle Lion Studios. **Kurt Simon** is producer-director, with **Ed Levitt** animation director. Series will be distributed to TV stations by Gateway Films, San Francisco, starting in the fall.

Film People

Richard H. Gedney, account executive of **Consolidated Television Sales,** has been appointed midwestern branch manager of the company, succeeding Stuart V. Dawson, who has resigned. Mr. Gedney formerly was with United Television Productions and with the TV division of United Artists Productions.

Mr. Gedney

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Robert F. Blair, 1515 Euclid Ave., Cleveland, has been appointed to represent **Louis Weiss & Co.,** Hollywood TV film distribution firm, in Ohio.

•

Charles W. Goit, *Look* advertising department, joins the New York sales staff of **Ziv Television Programs.**

•

Charles Barton has been named permanent director by **Revue Productions,** Hollywood, on a new half-hour film series called *Meet Mr. McNutley*, being produced at Republic Studios.

Mr. Goit

•

Don Wilson, radio-TV announcer, joins **Jack Chertok Productions,** Hollywood, as head of live-action TV spot commercial divisions. He continues announcing assignments on CBS-AM-TV's *Jack Benny Show* and other programs.

Addition of three producers by **Ely Landau Inc.,** New York, was announced last week. **Harold Young** joined the TV film series production firm as director and supervising editor; **James Neilson** as director, and **Oscar Rudolph** as co-director. They have been assigned to *The Passerby*, 26-part series of half-hour TV films which the Landau organization put into production in June. Mr. Neilson recently directed the *Ford Theatre* TV film series for Screen Gems Inc.

Michael Mead, CBS-TV casting department, has been named casting director of Ely Landau. **Edythe Rein,** free lance writer and previously with the Phillips H. Lord radio production company, appointed a production assistant with the company.

•

Robert Beasley, formerly with the Jerry Fairbanks organization, joins **Productions On Film Inc.,** Cleveland, as director of sales. **George Murphy,** for the last several years associated with Escar Motion Picture Services Inc., Cleveland, joins Productions as assistant to Murphy McHenry, vice president in charge of production. Mr. Murphy will supervise the television slide laboratory. **Robert Fleming Blair,** productions president, also said the company plans immediate expansion of production facilities.

•

Richard H. Rogers to **Screen Gems Inc.,** TV subsidiary of Columbia Pictures Corp., in sales service capacity. Previously Mr. Rogers operated his own firm, The Rogers Co., acting as eastern sales representative for several west coast TV film companies.

•

John London, production co-ordinator on the filmed CBS-TV *Amos 'n' Andy* series produced by Hal Roach Studios, Culver City, joins **Desilu Productions,** Hollywood, as assistant production manager.

•

Mac Davis, sportswriter and author of six books on sports subjects, has been signed by **Guild Films Co.,** New York, to write three five-minute *They Made Sports History* scripts per week for 15 months. Scripts will be built around personalities in the *Guild Sports Library*, which the company said now is on 27 stations.

•

Duncan Renaldo, star of Ziv TV's *Cisco Kid*, is in the hospital with a fractured vertebra, received during filming of the series at Iverson's Ranch, Chatsworth, Calif.

NBC Film Division Appoints Grey Adv.

NBC Film Div. last week named Grey Adv., New York, to handle its advertising activities, effective Aug. 15, including promotion, merchandising and direct mail.

NBC's announcement said "the rapid expansion of the film division, the constant enlargement of its list of film properties, and its plans for intensive local promotion and sales campaigns have made it desirable to separate these activities from the other divisions of NBC which have heretofore provided various services for the film division."

Grey Adv. was said to be preparing a coordinated, comprehensive campaign "covering all facets of promotional and merchandising activity."

Games of Week Again

CONSOLIDATED Television Sales will distribute *All American Game of the Week* this fall for the second season, under arrangement with Sportsvision which films top collegiate games each week and edits them to half-hour features.

BMI CLINICS SEE BRIGHT AM FUTURE

Broadcasters warn their colleagues that they must "stay on their toes" to make the most of the good prospects. Program clinics pass the half-way mark.

RADIO'S prospects are good, but broadcasters, even so, had better "stay on their toes" in order to make the most of the bright outlook.

This was the consensus of participants in last week's BMI program clinics, which meanwhile passed the half-way mark of the 43 scheduled at points from coast to coast.

A 2½-hour "bull session" at Indianapolis, following a luncheon speech by BMI President Carl Haverlin, seemingly epitomized the outlook expressed by broadcasters attending other sessions during the week—that increased sales volume and higher program ratings are in the offing for radio.

Earlier, Eugene Carr, radio-TV director for the Brush-Moore newspapers (WPAY Portsmouth, Ohio) warned that in the next decade it will be a question of the "survival of the fittest" among radio stations. He said:

"The fit and only the fit will survive, and those who survive will be better broadcasters and stations will be better than anything the country has ever had. Those who survive will gear themselves to the policy of social, political, and economic interests of the community."

Highlights of other speeches at other BMI clinics during the week:

In a speech prepared for the Los Angeles clinic Friday, Paul W. White, executive editor of KFMB San Diego, advised broadcasters to "go for local news, interviews, forums, panels, anything that will impart the flavor of your own community to your station. Let radio make news as well as report it . . ."

John M. Outler Jr., WSB Atlanta, who had four BMI clinic speaking engagements for the week—Fort Worth on Monday, Albuquerque on Tuesday, Phoenix on Wednesday, and Los Angeles on Friday—asserted that "nice chunks" of money are necessary "if you are going to do a good job. And the program people should be concerned and interested and informed on the financial status of their operations just as much as the sales manager or the front office."

Joseph T. Connolly, WCAU Philadelphia, told the Fort Worth, Albuquerque, and Phoenix clinics that "radio's brightest days are on the horizon," but that "we can make the most of them only if we realize that not merely good programming, but outstanding programming, a schedule that reflects the epitome of community consciousness, showmanship and know-how, is our greatest need."

Wayne Phelps, KALG Alamogordo, N. M., emphasized the importance of the Broadcaster's "knowing" the listener and the listener's wants, while Carl Vandagrift, WOWO Fort Wayne, stressed the value of having commercial copy writers and announcers who are personally familiar with the product advertised.

Ray Helgesen, KSUN Bisbee, Ariz., speaking at the Phoenix clinic, pointed out that "radio does everything" but that "the station that pleases, succeeds." Mrs. Cliffordeen Potter, WOMI Owensboro, Ky., addressing the Louisville clinic, stressed the importance of programming for women, who "listen to their radios more hours a day than anyone else."

The importance of having local radio personalities "be themselves" was cited by Bob Rich, WBEN Buffalo, who was slated to speak in Indianapolis, Louisville, and Nashville, while the value of "making programs fit the market" was singled out by Merle Tucker, KGAK Gallup, N. M., in a speech scheduled for Albuquerque. George Marti, KCLE Cleburne, Tex., meanwhile told the Fort Worth session that local news is "an important service for listeners" and is valuable "cost-wise and profit-wise."

* * *

BUFFET LUNCHEON was on the schedule when a BMI program clinic was held in the studios of WIRE Indianapolis. Going through the line are (l to r): John Mitchell, WKBV Richmond; Don Burton, WLBC Munice; Ralph McHorgue, WBOW Terre Haute; Don Ross, WOWO Fort Wayne; Jim Miles WBAA Lafayette, and Terrell Rippetoe, WBOW.

* * *

World Sells 'You Win'

WORLD Broadcasting System's transcribed radio telephone quiz, *You Win*, has been sold to more than 170 stations, Pierre Weis, World's general manager, reported last week. The series, which was sent to affiliated stations for broadcast starting June 15, features a local personality as quiz-master.

Jingl-Libraries' Shipments

RCA Recorded Program Services last week said that within a 10-day period, 141 Thesaurus Jingl-Libraries were shipped to station subscribers. The library is said to consist of more than 1,600 singing commercial jingles in 70 sponsor and service categories.

NARTB RADIO BOARD, REVISING CODE, FINDS ADVERTISING SECTION HARDEST

NARTB board checks new features of the revised Radio Standards of Practice, as submitted by the Meagher committee, including a preamble, new principles on news, radio's obligation to education and culture and a new board election calendar, but the section on advertising standards brings differing views.

NARTB is modernizing its five-year-old advertising Radio Standards of Practice, with history repeating itself as the advertising part of the code provides the toughest problems.

NARTB's Radio Board of Directors, meeting last Wednesday in Washington, cleared much of the streamlined document on a preliminary basis but there's still work to do before a new set of radio standards goes into operation. The board spent most of the day going over a revised set of standards prepared by a committee headed by John F. Meagher, KYSM Mankato, Minn., Dist. 11 director. The combined Radio and Television Boards met Friday.

While general clearance was given much of the committee's work, the Radio Board proposed further refinements. The revised document will be sent to networks and others for review. Final action may not come before the November board meeting, with new advertising provisions still to be prepared.

A new feature has been written into the radio standards—a preamble, which cites the history of the document.

News Standards Revised

The Radio Board completely revised the standards on news. Emphasizing accuracy, it endorsed a new section that breaks down newscasting by forms of rendition.

A new section covering the broadcaster's obligation to education and culture follows a similar section of NARTB's parallel television standards, the Television Code. The TV Code was considered separately by NARTB's Television Board (see separate story page 35).

The discussion of advertising standards brought differing views on ethics of copy, length of commercials, anti-hitchhike and cow-catcher language, and multiple commercials. Just the week before, the NARTB TV Code Review Board had warned against "bait" advertising [B•T, June 15].

When the original standards were discussed at the 1947 and 1948 conventions, delegates fought hardest over the advertising provisions. The 1953 rewriting job on the radio standards was not completed in time for the Los Angeles convention.

In its next major action, the Radio Board approved a new nomination and election calendar for members of that board as submitted by C. E. Arney Jr., secretary-treasurer. Roughly, the new formula works like this:

Official list of upcoming vacancies will be published not later than Dec. 1, 1953; certification of eligibility form for nomination to be mailed by Dec. 15 to each active member radio station; names for eligibility list must be returned by Jan. 15, 1954; nominating forms and certified list of eligible persons to be mailed by Feb. 1 to those eligible to vote for nominees; each station votes for one name for each designated office, returning by Feb. 15 to NARTB secretary-treasurer; final ballot forms to be mailed by Feb. 24, returnable March 9.

Vacancies will occur in 1954 in directorships for even-numbered districts, odd district posts having been filled this year. There also will be one vacancy in each of the at-large classifications—large, medium, small and FM stations. Network directors are appointed.

The following new stations were admitted to active membership:

Tucson, Ariz., no call; KAGR Yuba City, Calif.; KALI Pasadena, Calif.; KAST Astoria, Ore.; KAVL Lancaster, Calif.; KBLF Red Bluff, Calif.; KCIJ Shreveport, La.; KCLF Clifton, Ariz.; KCLS Flagstaff, Ariz.; KCLX Colfax, Wash.; KCOR San Antonio; KCRA-AM-FM Sacramento, Calif.; KEEN San Jose, Calif.; KEEP Twin Falls, Idaho; KEXX San Antonio, Tex.; KFGR Forest Grove, Ore.; KFIR North Bend, Ore.; KFXM San Bernardino, Calif.; KGAK Gallup, N. M.; KGAL Lebanon, Ore.

KGFL Roswell, N. M.; KGMS Sacramento, Calif.; KHUM Eureka, Calif.; KICA Clovis, N. M.; KICO Calexico, Calif.; KIWW San Antonio, Tex.; KIYI Shelby, Mont.; KLEA Lovington, N. M.; KLIQ Portland, Ore.; KMAK Fresno, Calif.; KMCM McMinnville, Ore.; KNGS Hanford, Calif.; KNOG Nogales, Ariz.; KNOX Grand Forks, N. D.; KNPT Newport, Ore.; KOAT Albuquerque, N. M.; KOLD Yuma, Ariz.; KOME Tulsa, Okla.; KOMW Omak, Wash.; KOWL Santa Monica, Calif.; KPBM Carlsbad, N. M.

KPOC Pocahontas, Ark.; KPOC-FM Pocahontas, Ark.; KPUY Puyallup, Wash.; KRIZ Phoenix, Ariz.; KRLW Walnut Ridge, Ark.; KRUX Glendale, Ariz.; KRXL Roseburg, Ore.; KSET El Paso, Tex.; KSPT Sand Point, Idaho; KSJO San Jose, Calif.; KSJO-FM San Jose, Calif.; KSUN Bisbee, Ariz.; KSWS Roswell, N. M.; KSYL Alexandria, La.; KTKT Tucson, Ariz.; KTRC Santa Fe, N. M.; KTYL Mesa, Ariz.; KTYL-FM Mesa, Ariz.; KULA Honolulu, Hawaii; KULE Ephrata, Wash.; KWBW Hutchinson, Kan.

KWBW-FM Hutchinson, Kan.; KWRO Coquille, Ore.; KXLE Ellensburg, Wash.; WALA Mobile, Ala.; WALD Walterboro, S. C.; WALD-FM Walterboro, S. C.; WATH Athens, Ohio; WBLK Clarksburg, W. Va; WBOY Tarpon Springs, Fla.; WCBR Memphis, Tenn.; WCKB Dunn, N. C.; WCNB Connersville, Ind.; WCNB-FM Connersville, Ind.; WCOH Newnan, Ga.; WCOH-FM Newnan, Ga.; WCOM Parkersburg, W. Va.; WCTT Corbin, Ky.; WFOY St. Augustine, Fla.; WFRM Coudersport, Pa.

WGRC Louisville, Ky.; WGRO Bay City, Mich.; WJET Erie, Pa.; WJPS Evansville, Ind.; WJVB Jacksonville Beach, Fla.; WKBW Buffalo, N. Y.; WKKO Cocoa, Fla.; WKRG Mobile, Ala.; WKTM Mayfield, Ky.; WKXY Sarasota, Fla.; WLSD Big Stone Gap, Va.; WMOH Hamilton, Ohio; WMOH-FM Hamilton, Ohio; WNLA Indianola, Miss.; WNOX Knoxville, Tenn.; WOKW Sturgeon Bay, Wis.; WPMP Pascagoula, Miss.; WPOR Portland, Me.

WRFC Athens, Ga.; WRLD-AM-FM West Point, Ga.; WSBB New Smyrna Beach, Fla.; WSIP Paintsville, Ky.; WTBO Cumberland, Md.; WTTN Watertown, Wis.; WTTR Westminster, Md.; WVCH Chester, Pa.; WWPF Palatka, Fla.; WKRG-FM Mobile, Ala.

A report on a survey of small-market radio stations was submitted by Lee W. Jacobs, KBKR Baker, Ore., and Edgar Kobak, WTWA Thomson, Ga. The project is not finished.

Attending the Radio Board meeting were nine new directors elected during the winter, who assumed office at the Los Angeles convention: Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, Parkersburg, W. Va.; John Fulton, WGST Atlanta; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Hugh Boice Jr., WEMP Milwaukee; Mr. Meagher; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore.; G. Richard Shafto, WIS Columbia, S. C.

Other Radio Board members present last week were E. R. Vadeboncoeur, WSYR Syracuse; Harold Essex, WSJS Winston-Salem, N. C.; Henry B. Clay, KWKH Shreveport, La.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; E. K. Hartenbower, KCMO Kansas City; Jack Todd, KAKE Wichita; Kenyon Brown, KWFT Wichita Falls, Tex.; William C. Grove, KFBC Cheyenne, Wyo.; John H. DeWitt Jr., WSM Nashville; Paul W. Morency, WTIC Hartford; A. D. Willard Jr., WGAC Augusta, Ga.; Mr. Kobak; Mr. Jacobs; Ben Strouse, WWDC-FM Washington; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; E. M. Johnson, MBS. Albert D. Johnson, KOY Phoenix, Ariz., was unable to attend since he was taking part in a BAB-BMI meeting.

WEAVER CHAMPIONS ADVENT OF COLOR

NBC board vice chairman tells Chicago Economic Club that color TV will increase broadcasting's share of the advertising market.

COLOR television will increase broadcasting's share of the national advertising budget and its power will broaden the TV market, with new advertisers sharing sponsorship of programming, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, declared last week.

Mr. Weaver spoke before the 26th annual dinner meeting of the Chicago Economic Club at the Palmer House last Monday.

Fairfax Cone, president of Foote, Cone & Belding, was elected a second vice president of the club during election of officers.

Mr. Weaver predicted that color "is going to be a revolutionary force in advertising" and will "increase the advertising budget's share of overall selling and distribution costs in the economy." He added that color will help solve cost problems rather than make them more serious.

"Once color comes, many industries must use

GREETING NARTB President Harold E. Fellows at Kentucky Broadcasters Assn. meeting were (l to r): Mike Layman, WSFC Somerset; Victor A. Sholis, WHAS-AM-TV Louisville; Mr. Fellows; James D. Russell, KVOR-AM-TV Colorado Springs; Ernest Lackey, WHOP Hopkinsville, and Gilmore N. Nunn, WLAP Lexington.

television, color television, importantly, in their marketing plans," Mr. Weaver asserted. "Yet, these industries may have small budgets, need year-round selling effort, and need all-family viewing that is, nighttime or early morning advertising efforts."

With shared sponsorship, he said, a new sales pattern will emerge, with broadcasters attracting circulation by programs and offering advertisers a variety of audiences.

Noting that NBC has pioneered in shared-sponsorship type of programming, Mr. Weaver said "the huge power of network television is available to the little man. This is important to the economy, for in radio, patterns were never devised to take care of the small advertiser."

NARTB's Smith Addresses Md.-D.C. Broadcasters

THE KEY to prosperous radio and TV operation can be found in responsible community service, John H. Smith Jr., NARTB promotion and FM manager, said Thursday in an address to the opening luncheon of the Maryland-D. C. Assn. of Radio & Television Broadcasters. The association met Thursday-Friday at Ocean City, Md.

Speaking on "Money From Home," Mr. Smith advised broadcasters to inject "Vitamin P"—programming, promotion and public relations—into their operations at the local level. Charles Truitt, WBOC Salisbury, association president, presided.

Mr. Smith urged development of local personalities and expansion of local programming, including newscasts and music. He advised salesmen to call on local merchants with specific programs aimed at specific audiences.

Moore Heads Coast TV Group

RICHARD A. MOORE, KTTV (TV) Hollywood, has been elected president of the Television Broadcasters of Southern California. He succeeds Don Fedderson, KLAC-TV, that city, who continues on the board. Other officers: James T. Aubrey Jr., KNXT (TV) Hollywood, and Donn B. Tatum, ABC, secretary-treasurer. Other directors: Don Norman, KNBH (TV) Los Angeles; Klaus Landsberg, KTLA (TV) Los Angeles; George Whitney, Don Lee-TV; Howard Chernoff, KFMB-TV San Diego.

NARTB MAPS PLANS TO SPEED TV CIRCULATION MEASURING

Plus-million dollar project takes form as TV board beams on Cawl plan. Plan will go to network presidents and researchers, agency, advertiser officials.

NARTB's plan to measure TV station and network circulation cleared major TV Board hurdles last Thursday as steps were taken to speed up the project.

The million-dollar-or-more job is now taking definite form. Directors lent approval to the basic format and it appeared at the weekend that an operating circulation plan might be under way within the year.

Meeting in Washington Thursday, the TV Board spent much of its time working over the plan, which is designed to match the circulation audits of printed media.

The project is designed to do for television what BMB did for radio, without the handicap of widespread opposition and without the mistakes that marred the two BMB studies.

At the weekend the circulation project looked like this:

- The TV Board likes the plan conceived and developed by Dr. Franklin R. Cawl, former Wharton (U. of Pennsylvania) professor now a marketing-research consultant, and refined in recent weeks by a special TV Board committee headed by Campbell Arnoux, WTAR-TV Norfolk, Va.
- It voted to enlarge the three-man committee to include telecasters outside the board rolls. On the original committee with Chairman Arnoux are Clair R. McCollough, Steinman Stations, and Ken Carter, WAAM (TV) Baltimore.
- The refined plan will be submitted to network presidents and research directors, along with key agency and advertiser officials.
- Strict secrecy will be maintained to prevent appropriation of the format by interests outside NARTB.
- The enlarged committee will report its findings to President Harold E. Fellows as soon as possible.
- President Fellows will call a special meeting of the TV Board to take final action on the project, if the committee's report justifies such a course.

Dr. Cawl was present at the TV Board's meeting Thursday. It is expected he will continue to work with the committee, perhaps handling industry contacts and any pilot studies necessary to work out the survey details. NARTB is to control all rights in the project.

Since the undertaking is a vast task surpassing a million dollars in cost, it appeared likely that NARTB would turn over the operation to a separate corporation, possibly along the general lines of BMB. The whole NARTB trade association operates on a budget of around $750,000 a year.

While details of the plan are closely guarded, it's likely TV's circulation will be measured under a brand new technique. Program popluarity and ratings will not be touched but number of TV sets and tune-in at various times of the day are to be calculated. Collection of information will be a major research job, including a combination of personal and telephone interviews as well as mail techniques.

Dr. Cawl, a past president of Market Research Council and active in research and merchandising fields, developed the Cawl buying power survey of Philadelphia while teaching at Wharton. He originated continuing store audits in the food and drug field years ago as well as pioneer continuing panels of consumer buying. His advertising experiences include seven years with the Kudner agency, handling sales analysis, copy testing, radio and TV, as well as rating services.

Taking an active part in the new TV circulation project for NARTB is Richard M. Allerton, manager of the Research Dept. Mr. Allerton has had extensive marketing and advertising agency experience as a consultant and research director.

Code Developments

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, reported to the TV Board on code developments in recent months. He said his group had issued a warning against the dangers of "bait" advertising [B•T, June 15] and said a full report of TV Code activities will be released in the autumn.

Paul Raibourn, KTLA (TV) Los Angeles, submitted a report as chairman of the Subscription TV Committee. The committee has been conducting a study of proposed pay-as-you-see operations, with NARTB staff assistance. It was authorized to continue the study.

A special committee to study the confusion in TV film contracts was authorized by the TV Board. President Fellows will appoint a committee to go into the problem in an effort to find ways of standardizing these contracts.

Educational TV developments were reviewed but no board action was taken. Mr. Fellows submitted a report as chairman of the TV Information Committee, created to answer widespread criticism of TV programs and advertising. The committee is developing a file of information designed to supply quick answers to critics who make reckless and unfounded charges about mythical TV evils.

Thad H. Brown Jr., TV vice president and counsel, reported on development of community antennas. Judge Justin Miller, NARTB chairman of the board, outlined progress in music-licensing negotiations.

Mr. Fellows was authorized to send special TV broadcaster delegates to the district meetings that start in the autumn. Last year a

CORRIDOR group at meeting of Kentucky Broadcasters Assn. in Louisville includes (l to r) Ed Willis, WLAP Lexington; Mrs. and Mr. J. W. Betts, WFTM Maysville; Mr. and Mrs. Joe Eaton, WKLO Louisville; Charles Warren, WCMI Ashland; Ted Silvert, WSIP Paintsville; Mrs. Charles Warren and Jim Caldwell, WAVE Lousiville.

member of the TV Board attended each of the 17 meetings.

The NARTB TV staff was directed to continue a study of proposals to set up a TV promotion project along the lines of Broadcast Advertising Bureau.

The association's TV membership now stands at 174 stations and networks, with 37 subscribers to TV information services.

Attending the Thursday meeting were chairman of the TV Board, Robert D. Swezey, WDSU-TV New Orleans; Mr. McCollough, vice chairman; Harold Hough, WBAP-TV Fort Worth; Mr. Raibourn; Mr. Arnoux; Mr. Carter; William Fay, WHAM-TV Rochester; Merle S. Jones, CBS; Chris J. Witting, DuMont; Frank M. Russell, NBC. Excused were George B. Storer, Storer Broadcasting Co., and Alexander Stronach, ABC.

The board adopted a resolution regretting resignation of Herbert V. Akerberg as CBS member and lauding him for his service. He was succeeded by Mr. Jones.

Fellows Asks Promotion Of Advertising Trade

ADVERTISING media should band together in common promotion of their profession, removing the greatest single peril to advertising, NARTB President Harold E. Fellows said Tuesday in an address to the Washington Ad Club.

Mr. Fellows predicted the Nation's Capital will continue its growth as a market while industry representation in the city increases and the government expands. Advertising media will share this growth, he said, warning that this prosperity "cannot come to those who sell by methods of deprecating the competition, juggling rates, or using poor taste in advertising.

"Perhaps there is no place in the United States where more can be done for the good name of advertising . . . for you have an opportunity to impress those who impress others," he said.

'ANNUAL BASIS' RADIO SALES URGED

BAB President Ryan tells the Indianapolis sales clinic advertising must be keyed to the buying pattern. One Houston panel warns that radio is selling itself too cheaply, while another says that poor copy is behind lack of account renewals.

TO DEVELOP for radio a fair share of the retailer's advertising budget, BAB President William B. Ryan recommended at the organization's sales clinic in Indianapolis last Tuesday that radio advertising be sold on an annual basis to be used as the retailer "needs to use it, not as you want it used."

"The key to the retailer's advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and week-to-week," Mr. Ryan pointed out. "Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

Sales Panel Talks

The clinic also heard a sales panel discussion on topics including short-rate policy, "clock deal" promotion, automobile radio research and selling radio in TV fringe areas. Participants were Lester G. Spencer, general manager, WKBV Richmond, Ind.; Tom Peden, manager, WAOV Vincennes, and Robert E. Williams, manager, WFML (FM) Washington.

In other BAB sales clinics in Houston on June 11 and in New Orleans on June 13, radio's disposition to underprice itself in practically every market was the chief topic of discussion.

Jack Harris, general manager of KPRC Houston, told a clinic in that city that he would be "very surprised if any station in the entire state of Texas were charging enough for radio." He further claimed that "the biggest mistake any radio operator can make today is to sell his time too cheaply or to sell it off the rate card."

Supporting Mr. Harris' views was Alex Keese, manager, WFAA Dallas. He said that most stations sell their announcements "far too cheaply" and added that broadcasters should not be ashamed to cite "increased costs of operations" as one of the motivating reasons for a rate increase.

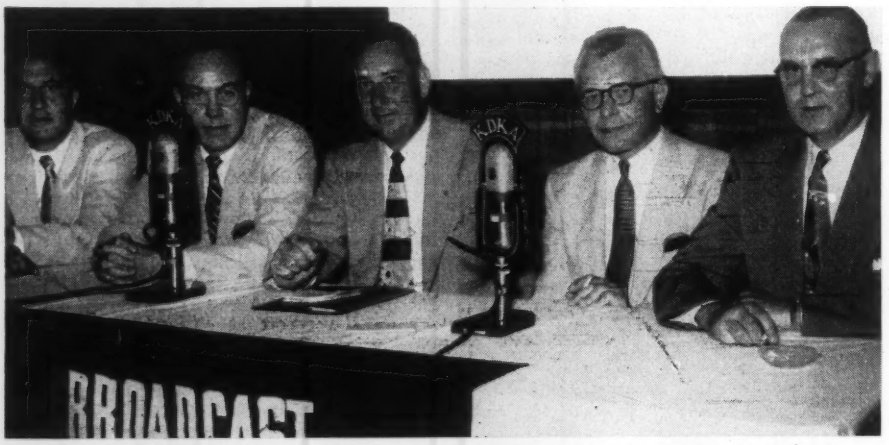
At the New Orleans meeting the conclusion that radio is selling itself cheaply also was reached by a panel consisting of Charles C. Garvey, sales manager, WJBO Baton Rouge; Dierrell Hamm, manager, KANE New Iberia, La.; Ron Litteral, WAFB Baton Rouge, and Walter Melson, sales manager, KALB Alexandria.

The Houston clinic also heard a talk by John F. Hardesty, director of local promotion for BAB, on the drawbacks of poorly prepared copy. Contending that the "number one reason for lack of account renewal" is poor copy, he urged that stations place at the disposal of local advertisers and agencies copywriters of a professional caliber.

At a closed meeting prior to the New Orleans session, BAB Vice President Kevin B. Sweeney revealed that starting in August, more than 300 major sales presentations per month on behalf of radio will be made by representatives of BAB.

"The forthcoming addition of a third full-time salesman, coupled with the part-time efforts of four BAB executives, will make it possible for the bureau to average better than 15 presentations every working day to the decision-making executives of major advertisers and agency organizations," Mr. Sweeney said.

* * *



CO-OP advertising and how local radio can increase its share of local retail budgets was the theme of the Broadcast Advertising Bureau's Pittsburgh area sales clinic June 8. Discussing local problems during the afternoon session were panelists (l to r) James F. Murray, general and commercial manager, KQV Pittsburgh; Thomas B. Price, sales manager, WBVP Beaver Falls; Les R. Rawlins, general manager, KDKA Pittsburgh, panel session chairman; Ben W. Muros, sales manager, WWSW Pittsburgh, and George D. Tons, commercial manager, KDKA. A group of 63 broadcasters heard R. David Kimble, director of national promotion for Broadcast Advertising Bureau, and Gale Blocki Jr., director of midwestern sales for BAB, conduct the sales seminar.

ANA Sets Annual Meeting In Chicago Sept. 21-23

ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 21-23 at the Hotel Drake in Chicago, it was announced last week.

The announcement came from the co-chairmen for the meeting: G. B. Park, advertising and sales promotion manager of General Electric Co.'s Marketing Services Div., and Manager M. F. Peckels of International Harvester Co.'s Consumer Relations Dept.

It also was announced the 1954 spring meeting of ANA will be held again at the Homestead, Hot Springs, Va., from Wednesday, March 17, through Saturday, March 20.

Iowa Tall Corn Network Lauds BAB, BMI and IBA

RESOLUTIONS commending BAB and BMI for recent clinics in Des Moines and Iowa Broadcasting Assn. for "splendid work" on behalf of the broadcast industry were passed by the Iowa Tall Corn Network at its annual meeting June 10-12.

The network also elected the following new officers: Dietrich Dirks, KCOM Sioux City, president; Ben Sanders, KICD Spencer, and George Volger, KWPC Muscatine, vice presidents, and Bill White, KFJB Marshalltown, secretary-treasurer.

The meeting was held at Lake Okaboji, which was chosen as the site for next year's session. An annual golf tournament was won by Mr. Dirks. Runners-up were Ralph Stoeckel, KROS Clinton, and Ken Gordon, KDTH Dubuque.

OPTIMISM KEYNOTES RTMA MEET; RECORD SET PRODUCTION PREDICTED

Chicago convention recalls Glen McDaniel to head the manufacturers association. Bright future for TV developments, including color, lend confidence to the sessions, and a "new surge in vitality" in radio set output is seen. Dr. Baker wins the group's Medal of Honor. Robert Sprague becomes board chairman.

NOTWITHSTANDING temporary seasonal lulls in set sales and an imminent recession in military electronics procurement, confidence radiated throughout the membership of the Radio-Television Manufacturers Assn. at its 29th annual convention in Chicago last week.

Reviewing production-sales accomplishments in 1952 and the first half of 1953, manufacturers looked ahead optimistically to continuous growth in TV markets, improvement in television receivers, advent of colorcasting "in another few years," the progress in uhf and a "new surge of vitality" in radio set output to confound prophets of radio's doom.

In a comparatively unprecedented move, RTMA recalled to its helm Glen McDaniel, first paid president of the association [1951-52], as temporary president pending the selection of a full-time president, to succeed A. D. Plamondon Jr., Indiana Steel Products Co. Mr. McDaniel continues as general counsel of RTMA.

Mr. McDaniel

Robert C. Sprague, Sprague Electric Co., was elected board chairman, a post also held by Mr. Plamondon, for the next fiscal year. Mr. Sprague is past RTMA president and also served as board chairman during 1950-52.

Over 1,000 manufacturers attended the four-day convention at Chicago's Palmer House, which produced these other developments:

High TV Output Seen

• Prediction that output of TV receivers the first six months of 1953 will reach the highest level for any first-half period in the industry's history—and that the figure will exceed seven million for the year.

• Report that radio receiver production has continued at a "high level," with marked increase for clock, portable and auto radios.

• Report that $5.5 billion worth of electronic equipment has been delivered to the armed services since the start of the Korean war, with deliveries of equipment-components expected to hit $3 billion in 1953 alone.

• Presentation of the RTMA 1953 Medal of Honor to Dr. W. R. G. Baker, vice president of General Electric Co., for outstanding contributions to the radio-TV-electronics industry.

• Re-election of most top officers of RTMA and reorganization of the association, providing for expansion of some services and broadening of representation in the industrial and military fields.

The reorganization plan will be submitted to the proxy membership vote at a meeting in Washington, D. C., July 27 and, if approved, will call for two new committees of the board —one called the Radio-Television Industry Committee and the other the Electronics Industry Committee.

Under the reorganization plan setting up two new committees, directors will elect to serve on one of the committees and be permitted to name an alternate from their respective companies to sit on other committees.

The plan is to increase the board of directors substantially—from 21 to perhaps 40, overseeing the activities of both groups. The boost in membership of RTMA, however, still is subject to final approval.

It is felt that with creation of electronics and industry committees, the new RTMA will be more representative of the entire electronics industry.

In recognition of the electronics role in the vast expansion of the whole industry, the board of directors also recommended late Thursday that the name of its organization be changed to Radio-Electronics-Television Manufacturers Assn. [RETMA]. The recommendation will be placed before the RTMA membership.

Other Officers

Other officers for RTMA include Leslie F. Muter, Muter Co., re-elected treasurer, and Dr. Baker, re-elected director of RTMA's engineering department. Also re-elected were James D. Secrest as executive vice president and secretary, and John W. Van Allen, general counsel emeritus.

Heading up RTMA's five main divisions and serving as directors are:

Set Div.—Robert S. Alexander, Wells-Gardner Co., chairman; Leonard F. Cramer, Crosley Div., Avco Manufacturing Corp., director.

Tube Div.—John Q. Adams, Hytron Radio and Electronics Co., chairman.

Parts Div.—Matt Little, Quam-Nichols Co., chairman (re-elected).

Technical Products Div.—Carlyle W. Miller, Westinghouse Electric Corp., chairman (re-elected); Harold L. George, Hughes Aircraft Co., director.

Amplifier and Sound Equipment Div.—Floyd W. Ball, Bell Sound Systems, chairman and director.

Dr. Baker accepted the Medal of Honor during the industry's convention-closing banquet Thursday evening. He was introduced by outgoing President Plamondon. The ceremony was transcribed by CBS Radio for airing later that evening.

Dr. Baker, who also is chairman of RTMA's Television Committee, noted the industry brought TV "out of the laboratories" and into 23 million homes within six "short" years.

"We now are preparing to bring color television out of those same laboratories and in another few short years color will be providing an additional service to a complete nationwide coverage of black and white television."

Earlier, at a meeting of his TV committee last Tuesday, Dr. Baker reviewed the work of the National Television System Committee, which is conducting field tests looking toward the development of proposed standards for a compatible, all-electronic color system. It hopes to complete technical work by September and submit them to the FCC in October or early November.

Another highlight of the convention was Mr. Plamondon's annual report to RTMA members during a membership luncheon Thursday. His remarks also radiated confidence as he predicted a future that "was never more promising."

Mr. Plamondon noted high production and sales the past year, which recorded in the first half of 1953 "the highest of any first half since the television boom began." Coupled with output the last six months of 1952, output the past 12 months may equal the 1950-51 record, he added.

New Radio Set Vitality

"Radio receiver production has continued at a high level and there are good indications that it is experiencing a new surge of vitality to confound those who prophesied the doom of radio broadcasting when TV made its debut," he asserted.

With respect to TV, an informal poll by RTMA's Board of Directors pointed up belief that set output might reach eight million this year. Lowest prediction was five million TV sets.

Forecast for record TV production these first six months also was given in a report by J. B. Elliott, RCA Victor Div., acting chairman of the RTMA Set Div.

Other topics commanding interest of RTMA delegates in some two dozen committee sessions included subscription TV, educational television, planning proposals for rehabilitation of industry after any air attacks, TV set servicing, red ink operation of some manufacturers, progress in parts and components output, labor legislation, public relations and advertising, government relations and uhf.

RTMA committees took no decisive action on subscription, educational or uhf television. Problems involving delivery and set servicing of uhf equipment were aired.

All major committees and the five divisions of RTMA met during the convention. Officers and directors were elected at the membership luncheon Thursday and new directors met later that afternoon. Past directors were guests of RTMA's board and officers at a dinner Wednesday evening.

Convention arrangements were handled by convention chairman Muter and co-chairman Charles M. Hofman, Raytheon Manufacturing Co. General Electric provided entertainment consisting of the Fred Waring musical aggregation (on CBS-TV for GE), with Mr. Muter serving as toastmaster.

Board's Political Guest

GUEST of the combined NARTB Radio and Television Boards at luncheon Thursday was Leonard Hall, chairman, Republican National Committee. Mr. Hall said he hoped the boards can meet with President Eisenhower at their next joint session in the autumn. He topped off his remarks with some campaign songs. Robert Humphreys, national committee publicity director, also was a guest.

NARDA Meet June 28-30

IMPROVED selling and stronger business management will top the agenda of the National Appliance and Radio-TV Dealers Assn., which holds its mid-year meeting in Chicago June 28-30. Some 400 retailers are expected at sessions at the Conrad Hilton Hotel.

Among other topics are appliance merchandising, TV sales and service, manpower problems and relations involving government, manufacturers and distributors. Wallace Johnston is NARDA president.

XUM

TV KEEPS PAPERS ON THEIR TOES, BIGGERS TELLS ANPA CONFERENCE

American Newspaper Publishers Assn.'s president portrays video as a "cockleburr under the saddle," and warns newspapers they must improve mechanically and otherwise if they are to keep up to the pace.

NEWSPAPERS were warned by their association's publisher-president last week that "television is the cockleburr under the saddle that will keep newspapers on their toes from here on out."

President George C. Biggers of the Atlanta *Journal* and *Constitution* (WSB-AM-TV), president of American Newspaper Publishers Assn., told an ANPA mechanical conference in Milwaukee that television is "breathing down the neck of every advertising and every circulation department in every newspaper in the land."

He admonished the entire newspaper business that "every detail" must be improved.

He said he does not subscribe to the "doctrine" of raising subscription rates to meet rising newspaper costs, asserting that "we are approaching the point where further price increases will shrink circulation." Nor did he go along with "hiking advertising rates at will to capture whatever additional revenue is needed," because, he said, "when the cost becomes prohibitive, [the advertiser] will desert newspapers and seek some other more economical medium."

His advice to newspapers, Mr. Biggers said, is this: "Don't be satisfied with anything we have at present . . . present day industrial and economic conditions, plus the increasing strength of our competitors, plus a peek into what's just around the corner, should make it plain that we better *not* be satisfied; neither with our machines, nor with the accomplishments of our personnel, from copy boy to publisher."

Referring not only to present-day TV, but to the imminence of color television, Mr. Biggers asserted:

"They aren't sitting still in television. They aren't satisfied with what they have. In five years they've come from nowhere into millions of American homes. They've come from zero to an annual take of $580 million [time talent, production, etc.]. And, gentlemen, most of that has been brought about by mechanical improvements.

"The television mechanics took what they had, and they made something better. It wasn't good enough, and they improved it again. Now they're breathing down the neck of every advertising and circulation department in every newspaper in the land.

"They have done that in five years. Let us, as newspapermen, be frank and perhaps a little ashamed . . . I dare suggest, gentlemen, that mechanically we are coasting. We seem content with what we have. I also suggest that we need improvements in everything—from the make-up rule to the linotype machine, from a pig of lead to the presses themselves. . . . What we need is to put our wagons and buggies in the newspaper barn and take off in jets."

Mr. Biggers noted that in 1952 newspapers' national advertising volume totaled $526 million while magazines' was $520 million and network television's was $181 million. But, he added, the TV figure is "for time only," and "when you add production costs, talent costs, and all other extraneous expenses incurred in television, the total cost jumps to a staggering $580 million." He continued:

"Television's impact on our lives means only one thing—that in every home where there is a television set our newspapers have a stiffer fight for the reader's time. We still have advantages—newspapers can be picked up and read after the entertainment is over—they are a permanent record. We hear that televising big news events only whets the reader's appetite for a full explanation of what happened, and that his newspaper gives him that the next day. We know that radio and television programs have become very important in our news columns, and we see many newspapers going to special tabloid sections elaborating on this very important item. We see television sets installed in news departments of newspapers so that editors may keep better informed on which TV programs will be worth reporting the next day. Circulation departments of newspapers know they must get those afternoon papers delivered into the homes earlier. Newspapers which own television stations are learning first hand the effectiveness of promoting their newspapers on TV. Editors who go on TV are becoming better known to their readers and their by-lines suddenly have a deeper and more personal meaning to that great unseen audience that is gathered in front of the TV set in such deep absorption these evenings.

"Television Changing Habits"

"Television is changing people's habits. We hear it on all sides. The movies complained first, blaming a loss of attendance on televison. Now baseball complains. Mr. Warren Giles, president of the National League, was quoted recently as saying that perhaps television would force the major league baseball teams to play their games in the afternoons again and leave the evening hours free for television programs. Movies are doing something about their predicament. First they made a strenuous effort to improve the quality of their shows and they adopted a more aggressive selling attitude, and secondly they have gone to the three-dimensional film which gives them an entirely new technique. Baseball will have to do something about improving its technique in some manner; it will have to do something to win the attention and the affection of the fans that it once held; it will have to use radio and TV constructively to help popularize the game, because it certainly has to live with television.

Mr. Biggers quoted at length from the address which Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, delivered before the NARTB convention [B•T, May 4] in stressing the scope of TV today and TV to come, including color.

"One does not have to be a soothsayer or a crystal ball gazer to see what job confronts newspapers," Mr. Biggers observed.

COMMITTEE CANDIDATES of the American Assn. of Advertising Agencies are listed on a chart being reviewed by Henry M. Stevens (l), AAAA chairman, J. Walter Thompson Co., and Frederic R. Gamble, association president. Some 250 members to staff 15 standing committees will be appointed by Mr. Stevens. Chairmen and vice chairmen are named by the board of directors.

TAYLOR ASSAILS RADIO 'OBITUARY'

A ROSY present and future were pictured for the radio broadcasting industry by J. Glenn Taylor, vice president and member of the board of Mutual, in a speech Thursday that referred to "hasty, wishful thinking that has had radio 'dead' since 1948."

In a talk before the North Carolina Broadcasters Assn. at Nags Head, Mr. Taylor declared that "radio's obituary has been published regularly" since the approach of television, and added:

"But let's take a look at the sales gain of just one radio network [Mutual]. Actually there was a 17% increase in 1952 over 1951. And the business is going up in 1953. In fact in the first five months of 1953, we're 8.4% over 1952. And frankly, any month now, we expect to find we've set an all-time high—even before and after television came along."

He pointed out that more than nine million radio receivers were purchased in 1952 alone, which he described at "half again as many as all TV sets purchased last year."

He urged broadcasters who are planning to enter TV operations to guard against excessively high fixed costs, pointing out that such a manner of operation "will not leave much for variable costs."

Burton to Head ADS; Group Honors Bedell

PHILIP WARD BURTON, professor of advertising at Syracuse U., was elected president of Alpha Delta Sigma, national professional advertising fraternity, at the group's convention June 14 at Daytona Beach, Fla. He will serve until 1955.

Clyde Bedell, retail advertising specialist, was presented a trophy on behalf of ADS by Charles G. Nichols, president of the G. M. McKelvy Co., Youngstown, Ohio, for contributing the most to advertising education since 1951.

Peter Schaal, advertising director of Silver Springs, Fla., discussed use of TV, direct mail and outdoor advertising. Douglas Leigh, New York, was co-host at the convention.

IOWA PEOPLE
Work-Play-Live
BY RADIO!

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Ever wonder what women do, all day long? Well, we know so far as Iowa radio users are concerned — information gathered from thousands of diaries kept for the 1952 Iowa Radio-Television Audience Survey. Here it is:

WEEKDAY	WOMEN (Over 18)
Using the radio	5.75 HOURS
Watching television	1.56
Reading daily newspaper	0.49
Reading weekly newspaper	0.08
Reading a magazine	0.39
Working in the home	6.06
All other (eating, etc.)	3.35
Total, at Home and Awake*	12.90

*Above figures are for in-home listening only—do not include hours spent listening to car radios, etc. Column does not add to this "Total home" figure because of multiple-activity by some individuals.

Please note that Iowa women spend more time with radio than with any other single activity except working.

Iowa people spend more time with WHO than with any other Iowa station. Write for your copy of the Survey, today. You'll find it invaluable.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

GUESTS at a New York Spot Radio Clinic sponsored by Station Representatives Assn. were officials of the National Biscuit Co. L to r, Reg Rollinson, SRA advertiser relations director; Stewart Boyd, advertising manager, Nabisco cereals div.; John Beaton, John Blair & Co.; Edward A. Gumpert, advertising manager, Nabisco biscuit and crackers div., and Thomas Campbell, Branham Co. Clinic was held at the Biltmore Hotel June 9.

RADIO-TV AD BUDGET OUTLOOK DISCUSSED BY AFA PANEL

CBS Radio's John Karol advises of a "new attitude" developing toward radio meaning "bigger budgets" for the medium. NBC's Hugh M. Beville sees uhf's growth and coming color as prime sign-posts of the TV future. Still other relationships of broadcast media and advertisers' budgets were detailed.

OUTLOOK in radio and television for both small and large budget advertisers was examined by a speakers panel at a radio-TV clinic Wednesday at the 49th annual convention of the Advertising Federation of America in Cleveland.

The radio-TV discussions were part of a four-day series of sessions held at the Hotel Statler through last Wednesday, supporting the convention's theme of "advertising for better business, better living."

Panel participants, who considered the subject of "Radio-TV, or How to Live on a Small Fortune," included John Karol, vice president in charge of sales, CBS Radio; Jack Denove, president, Jack Denove Productions; Bayard Pope, vice president and group head, BBDO.

Also Ben Webster, president, Videx Corp., New York; Mel Grinspan, advertising manager, Black & White stores, Memphis; Hugh M. Beville, research and planning director, NBC, and J. G. Baird, sales promotion manager, Westinghouse Electric Corp., Mansfield, Ohio.

Both small and large advertisers were advised by Mr. Karol that a "new attitude" is developing toward radio, which he said is being translated into "bigger budgets" for the medium. In a talk titled "The New Outlook for Radio," he acknowledged that for the past few years there had been "a certain stigma attached to talking about radio in public," but stressed that this attitude is changing.

He attributed this shift in values by advertisers and agencies to results of research studies brought about by TV's increasing costs. He said they proved that "newspaper circulations were generally down and line rates were generally up; magazines showed an even greater disparity between circulation and cost increases; and radio, on the other hand, was still—by far—the medium that delivered the largest audience at lowest cost."

As an example of the advertiser's renewed confidence in radio, Mr. Karol cited CBS Radio statistics showing that the network had 45% more advertisers in 1952 than in 1948. He estimated that for the first half year of 1953, gross billings will run about 8% ahead of the corresponding period for 1952, and added:

"On the basis of this evidence, I believe I'm being conservative when I say that radio broadcasting is facing—is already in—a new period of major attention by agencies and advertisers. . . . I can say with conviction that radio's future is a very bright one. The appropriations for radio advertising have assumed new importance in the thinking of experienced advertising executives and astute advertisers. And this thinking is being translated into bigger budgets for radio."

Beville on TV

In a speech on "What's the Future for Television," Mr. Beville pictured the growth of uhf and the advent of color TV as the two single factors of prime significance to advertisers, and asserted:

"Television is well on its way to becoming a truly national mass medium, thanks to the addition of the new uhf channels, the mounting evidence of its power to move merchandise and the exciting possibilities of color to add new values and commercial achievements to the greatest communications medium ever seen."

"Advertisers of every size and type will find a profitable way to use the video medium when they see its unparalleled performance demonstrated," Mr. Beville declared. "The advertiser who really learns about how much television costs is the advertiser who doesn't use television, while his competitors do. The costliest element in your business is the customer you lose to a competitor."

Mr. Baird, evaluating the potentialities of television for the big-budget advertiser, stressed that TV is a tremendous sales-builder for the clients whose products must be demonstrated. He traced the sales effectiveness for Westinghouse by such programs as *Studio One* and *Meet Betty Furness.*

Though he acknowledged that TV costs were high, Mr. Baird contended that advertisers in TV grapple with the same problem in other media—"fitting the coverage and the costs to marketing problems and your pocketbook." He said that national advertisers must think in terms of TV in the future because the medium "demonstrates and sells."

Echoing Mr. Baird's remarks was Mr. Grinspan, who spoke on "TV and the Small-Budget Advertiser." He attributed the plunge of the Black & White stores into TV advertising to the medium's ability "to show our goods and talk about them at the same time."

Mr. Grinspan recounted that his company's television experience thus far has been profitable, but he urged agencies and stations to cooperate with small advertisers, particularly retailers, by helping them to use the medium effectively and profitably.

Mr. Webster, who formerly was manager of staging services for the NBC television network, offered suggestions on what he would do about live production if he had a TV budget. Contending that TV production is "fundamentally no different from any other human endeavor," he outlined three steps to achieve creative programming.

He listed them as follows: "The acquisition of a clear and simple concept of the desired end result, the detailed and careful preparation of a plan for bringing that concept into reality, and the execution of that plan without major deviation."

Thomas Presides

Presiding over the radio-TV clinic was John Thomas, radio and television director, Ewell & Thurber Assoc.

Elected to the "Hall of Fame" for their contributions to advertising were: The late Samuel C. Dobbs, who achieved recognition and distinction as president of the Coca-Cola Co., Atlanta; James O'Shaughnessy, who helped found the American Assn. of Advertising Agencies, and Charles Coolidge Parlin, for 27 years head of the Commercial Research Div., Curtis Publishing Co., Philadelphia.

Awards were presented to Margaret Divver, advertising manager, John Hancock Mutual Life Insurance Co., Boston, as "Advertising Woman of the Year," and to Peggy Busick of Dayton, winner of the 1953 AFA essay contest for high school students.

Re-elected as president and general manager of AFA was Elon G. Borton. Newly-elected vice presidents were Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Petroleum Corp., Tulsa; Ellis S. Perlman, Coleman Todd & Assoc., Mansfield; Mr. Grinspan, and Mabel S. Obenchain, promotion manager, Famous Features Syndicate, Chicago. Rita G. Eastman, director of public relations, VanSant, Dugdale & Co., Baltimore, was chosen secretary, and Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., Dearborn, treasurer. Re-elected chairman of the board was Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., New York.

New AFA directors are J. L. Van Volkenburg, CBS-TV; Franklin R. Hawkins, advertising director, Libbey-Owens-Ford Glass Co., Toledo; George L. Staudt, advertising manager, Harnischfeger Corp., Milwaukee; Robert Winslow, public relations director, Koppers Co., Pittsburgh; Gene L. Cagle, president, Texas State Network, Fort Worth; J. Paul Hoag, president, Hoag & Provandie, Boston; Grant C. Stone, advertising director, "Cleveland Press"; William G. Werner, public relations manager, Procter & Gamble Co., Cincinnati, and W. B. Potter, advertising director, Eastman-Kodak Co., Rochester.

On the Pacific Coast . . .

EVENING IS EVEN BETTER

particularly on Don Lee, the Nation's Greatest Regional Network

Better? Why, evening radio time is even better than early morning, a period which has always been recognized as an outstanding value because of number of listeners per set, audience turnover and family-type audience involved.

An analysis* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday yields the following amazing comparison:

155% more listening homes on Don Lee alone during the evening.
125% more sets in use during the evening.

Evening radio time is equally attractive in many other radio markets across the nation . . . *including mature television markets* . . . where it offers a much bigger audience than early morning AT THE SAME PRICE!

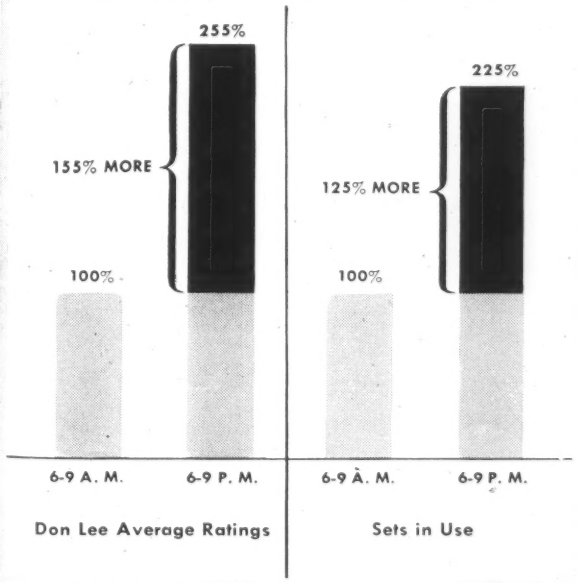
That's why we urge advertisers and agencies to re-examine nighttime radio. It is obviously a great advertising value right now. We are prepared to prove this statement in markets throughout the country.

For the full story coast to coast, call your John Blair man *today*.

On the Pacific Coast, Evening is Even Better

Comparison Don Lee Average Ratings and Sets in Use
6–9 A.M. vs. 6–9 P.M. Mon.–Fri. 6–9 A.M. equals 100%

*Source: Nielsen Radio Index, Pacific Coast, March 1953



The Don Lee Broadcasting System's forty-five stations blanket California, Washington and Oregon, providing dominant penetration of all the West Coast by coverage from within.

This is the first ad in a continuing John Blair & Company series based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John Blair-represented outlets . . . all one-rate stations . . . all in the top 50 markets.

JOHN BLAIR & COMPANY

XUM

APRIL NETWORK RADIO CLIENTS BUY MORE THAN THEY DID IN 1952

April AM network advertisers spent more and were greater in number than during April 1952, PIB figures indicate, with 163 putting up $14.1 million, compared to 161 spending $13.9 million. Their average expenditure also was higher, $86,862 compared to $86,-608.

MORE advertisers spent more money for network radio time in April 1953 than in April last year, according to Publishers Information Bureau figures. During this April, 163 advertisers bought $14,158,331 in time on the four national networks, compared to 161 who spent $13,943,887 in April 1952.

Not only did advertisers spend a larger total this April than last, but their average also was higher—$86,862 compared to $86,608 in April 1952.

For the first four months of 1953, advertisers using radio networks totaled 189, ten more than during the like 1952 period. But combined expenditures of advertisers for radio network time in the first third of this year amounted to only $55,336,131, in contrast to $56,544,685 for the same part of last year. On the average, the 1953 four-month expenditure was $292,784; the 1952 four-month average was $315,892.

Nine Make List Twice

Nine of the top ten radio network clients in April (Table I) also were in this select list in April 1952, the sole change being the addition of Gillette Co., ranking seventh, and the deletion of Philip Morris & Co., which ranked ninth in April 1952. Procter & Gamble Co. was the number one radio network sponsor this April, as last, and the only client to purchase more than $1 million worth of time (gross) each month.

Similar consistency is shown on Table II and III. Table II, listing the leading advertiser in each class of radio network business, includes 25 categories, of which 19 classes are led by the same advertisers as for April 1952. Table III, showing total radio network time purchases of each class of advertiser for April and January-April, with 1953 compared to 1952, reveals advertising of foods ranking first, toiletries second, drugs third, smoking materials fourth and soaps fifth this April and during the first four months of this year. The same five also are the top group for January-April 1952, and in the same order, and they also head the list for April of last year, but for that month drugs ranked second and toiletries third, soaps fourth and smoking materials fifth.

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS IN APRIL 1953

1.	Procter & Gamble Co.	$1,312,398
2.	General Foods Corp.	667,524
3.	Miles Labs.	620,361
4.	Sterling Drug	568,300
5.	General Mills	554,815
6.	Colgate-Palmolive-Peet Co.	486,574
7.	Gillette Co.	414,472
8.	Liggett & Myers Tobacco Co.	398,655
9.	Lever Brothers Co.	391,163
10.	American Home Products Corp.	387,748

CBS-TV Claims 'Ford' Lead

CBS-TV spokesmen last week claimed for the network a 61.2 portion of the 92.5 Trendex rating for the "Ford Fiftieth Anniversary Show" presented last Monday. NBC, it was pointed out, was credited with a 31.3 share of the Trendex rating (see IN REVIEW, page 16).

ADVERTEST FINDS CARTOONS LIKED

MORE than half of 753 television set owners interviewed in the New York area prefer cartoon type commercials, according to the May 1953 "Television Audience of Today" study by Advertest Research, New Brunswick, N. J.

Advertest found 89% of those interviewed could remember what they saw on commercials and 92% could describe what they had heard on the same commercials. Best liked were Lucky Strike, Muriel and Ajax commercials, while those disliked were Philip Morris, Piels and Knickerbocker. Method of presentation best liked was a demonstration of the product in use.

Reasons for liking commercials: "Contains music, song. jingles"; "like person who delivers ads," and "cute and clever." For disliking: "Dislike the announcer," "false claims," "commercial is too long."

Most convincing commercials in 12 categories: Automobiles, Chevrolet; beer, Ballantine; cereal, Cheerios; cigarettes, Chesterfield; coffee (instant), Maxwell House; cosmetics, Hazel Bishop; deodorants, Stoppette; laundry soaps, Tide; shampoo, Halo; soft drinks, Coca-Cola; toothpaste, Colgate; TV sets, RCA.

* * *

TABLE II

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR APRIL 1953

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 35,013	Industrial Materials	U. S. Steel Corp.	100,130
Apparel, Footwear & Access.	Knomark Mfg. Co.	68,240	Insurance	Prudential Insurance Co. of America	76,043
Automotive, Automotive Equip. & Access.	General Motors Corp.	133,244	Jewelry, Optical Goods & Cameras	Gruen Watch Co.	47,916
Beer, Wine & Liquor	Falstaff Brewing Corp.	107,368	Office Equipment	Hall Brothers	66,580
Building Materials	Johns-Manville Corp.	69,738	Publishing & Media	First Church of Christ Scientist	15,240
Confectionery & Soft Drinks	William Wrigley Jr. Co.	130,076	Radios, TV Sets, Phonographs Equip. & Access.	RCA	63,634
Consumer Services	Electric Cos. Adv. Program	63,676	Retail & Direct Mail	Dr. Hiss Shoe Stores	1,236
Drugs & Remedies	Miles Labs.	620,361	Smoking Materials	Liggett & Myers Tobacco Co.	398,655
Food & Food Products	General Foods Corp.	659,031	Soaps, Polishes & Cleansers	Procter & Gamble Co.	749,601
Gasoline & Other Fuels	Standard Oil Co. of Indiana	103,014	Toiletries & Toilet Goods	Procter & Gamble Co.	483,560
Horticulture	Jackson & Perkins Co.	22,870	Transportation, Travel & Resorts	Assn. of American Railroads	63,392
Household Equipment	Philco Corp.	127,707	Miscellaneous	American Federation of Labor	100,755
Household Furnishings	Owens-Corning Fiberglass Corp.	65,791			

TABLE III

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY—APRIL 1953 COMPARED WITH 1952

	APRIL 1953	JAN.-APRIL 1953	APRIL 1952	JAN.-APRIL 1952
Agriculture	$106,420	$426,054	$60,514	$255,498
Apparel, Footwear & Access.	140,047	437,233	23,364	104,693
Automotive, Auto. Access. & Equip.	506,772	2,021,313	319,125	1,330,210
Beer, Wine & Liquor	226,645	622,201	255,314	914,523
Bldg. Materials, Equip. & Fixtures	69,738	288,149	90,104	320,724
Confectionery & Soft Drinks	214,373	942,222	523,089	2,168,610
Consumer Services	215,918	850,966	202,907	810,861
Drugs & Remedies	2,038,721	7,600,053	1,960,229	7,554,377
Food & Food Products	3,368,111	12,885,669	3,279,128	13,205,076
Gasoline, Lubricants & Other Fuels	401,631	1,710,456	431,378	1,845,394
Horticulture	45,018	74,188	24,376	62,995
Household Equip. & Supplies	614,168	2,409,647	295,524	1,303,075
Household Furnishings	180,735	735,622	84,571	396,045
Industrial Materials	100,130	583,633	206,130	910,708
Insurance	167,420	639,668	286,914	1,162,435
Jewelry, Optical Goods & Cameras	95,553	380,480	91,824	389,664
Office Equip. Stationery & Writing Supplies	66,580	283,087	65,984	279,077
Political	.....	.....	.....	704
Publishing & Media	17,240	67,592	68,263	265,933
Radios, TV Sets, Phonographs, Etc.	124,888	828,441	108,977	527,668
Retail Stores & Direct Mail	1,236	4,944	2,688	8,334
Smoking Materials	1,415,249	5,464,414	1,596,250	6,589,460
Soaps, Cleansers & Polishes	1,331,317	4,964,502	1,623,546	6,256,331
Toiletries & Toilet Goods	2,229,379	9,128,840	1,882,935	7,921,926
Transportation, Travel & Resorts	63,392	268,989	61,902	344,643
Miscellaneous	417,650	1,717,768	398,951	1,615,716
TOTAL	$14,158,331	$55,336,131	$13,943,887	$56,544,685

Source: Publishers Information Bureau

SEASON'S BEST SALESMAN!

☆ Add football to your sales force this fall... and watch your sales soar. The big games can easily be your best salesman. THE ALL AMERICAN GAME OF THE WEEK is definitely the big game every week... for thirteen weeks.

☆ Produced by Sportsvision, Inc., it is the only film series that can give you full coverage of the 1953 football games between such collegiate standouts as: Michigan, Oklahoma, S.M.U., Army, Notre Dame, California, Pitt and the other giants of the gridiron.

☆ Each game in THE ALL AMERICAN GAME OF THE WEEK series is filmed from starting kickoff to the last thundering rush for the goal line. Every exciting play is shown in closeup detail ... with all of the lulls snipped out to give your viewers 30 minutes of smack-dash action. Then the completed film – with top flight narration, pre-game color, half-time ceremony and slow motion recaps of the decisive plays – is rushed to you within a matter of hours.

☆ THE ALL AMERICAN GAME OF THE WEEK is yours *exclusively* in your market. Only Sportsvision can film the games of the nation's major collegiate conferences.

☆ Act fast... football is just weeks away. Write or wire your nearest Consolidated Television Sales office: Sunset at Van Ness, Hollywood 28; 25 Vanderbilt Ave., New York 17; 520 N. Michigan Ave., Chicago 11; 890 West Peachtree St., N. W., Atlanta 3; P. O. Box 6125, Houston 6.

CONSOLIDATED TELEVISION SALES

When you want to go calling in the Greater Indianapolis Market, call on WFBM to open doors for you. WFBM leads all Indianapolis stations in city and county audience, as well as total weekly audience, nighttime.

WFBM INDIANAPOLIS
CBS NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with **WFBM-TV; WEOA** Evansville; **WFDF** Flint; **WOOD (AM & TV)** Grand Rapids

TELESTATUS®

Weekly TV Set Summary—June 22, 1953—TELECASTING SURVEY

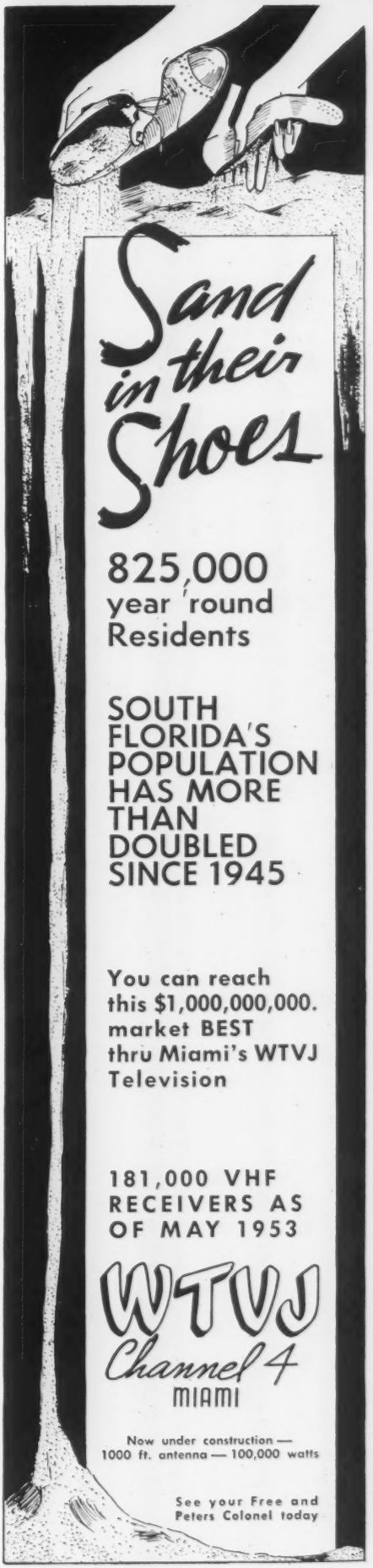
Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed here. Coverge areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. Total U.S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	181,500	.....
Amarillo	KGNC-TV, KFDA	26,077	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	8,000
Atlanta	WAGA-TV, WSB-TV WLWA	330,000	.....
Atlantic City	WFPG-TV	.....	12,275
Austin	KTBC-TV	36,936	.....
Baltimore	WAAM, WBAL-TV WMAR-TV	482,464	.....
Battle Creek	WBKZ-TV	.....	30,200
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bellingham	KVOS-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	160,000	.....
Bloomington	WTTV	230,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	353,759	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,402,691	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Colorado Springs	KKTV	22,070	.....
Columbia	WCOS-TV	.....	24,115
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV WXYZ-TV	875,000	.....
Duluth	WFTV (TV)	.....	.....
Elmira, N.Y.	WTVE (TV)	.....	6,000
El Paso	KROD-TV, KTSM-TV	25,021	.....
Erie	WICU	185,000	.....
Fargo, N.D.	WDAY-TV	.....	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth	WBAP-TV	272,000	.....
Fresno	KMJ-TV	.....	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Green Bay	WBAY-TV	43,999	.....
Greensboro	WFMY-TV	172,374	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV, KONA	21,500	.....
Houston	KPRC-TV	242,450	.....
Huntington	WSAZ-TV	200,432	.....
Indianapolis	WFMB-TV	342,000	.....
Jackson	WJTV	.....	17,138
Jacksonville	WMBR-TV	118,000	.....
Johnstown	WJAC-TV	666,881	.....
Kalamazoo	WKZO-TV	299,500	.....
Kansas City	WDAF-TV, KCTY	298,633	.....
Lafayette	WFAM-TV	.....	.....
Lancaster	WGAL-TV	224,961	.....
Lansing	WJIM-TV	180,321	.....
Lawton	KSWO-TV	29,255	.....
Lima	WLOK-TV	.....	10,097
Lincoln	KOLN-TV, KFOR-TV	57,478	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV, KCBD-TV	27,500	.....
Lynchburg	WLVA-TV	55,000	.....
Madison	WMTV	.....	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	209,756	.....
Miami	WTVJ	181,000	.....
Milwaukee	WTMJ-TV	437,696	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	371,000	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	24,000	23,000
Montgomery	WCOV-TV	.....	8,200
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	117,450	.....
New Britain	WKNB-TV	.....	68,674
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	192,697	.....
New York	WABC-TV, WABD WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Newark	WATV	3,520,000	.....
Norfolk	WTAR-TV	173,729	.....
Oklahoma City	WKY-TV	216,314	.....
Omaha	KMTV, WOW-TV	187,342	.....
Peoria	WEEK-TV	.....	41,125
Philadelphia	WCAU-TV, WFIL-TV WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	99,814
Providence	WJAR-TV	1,043,320	.....
Pueblo	KDZA-TV	19,000	.....
Reading	WHUM-TV WEEU-TV	.....	84,748
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV, WSLS-TV	87,000	21,102
Rochester, Minn.	KROC-TV	.....	.....
Rochester, N.Y.	WHAM-TV	184,000	.....
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	203,000	.....
Rome	WROM-TV	.....	.....
Roswell	KSWS-TV	.....	.....
Saginaw	WKNX-TV	.....	30,060
St. Louis	KSD-TV	502,000	.....
St. Petersburg	WSUN-TV	.....	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	145,792	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	611,680	.....
San Luis Obispo	KVEC-TV	.....	.....
Schenectady	WRGB	271,500	.....
Scranton	WGBI-TV	.....	.....
Seattle	KING-TV	266,900	.....
Sioux City	KVTV	47,208	.....
Sioux Falls	KELO-TV	31,000	.....
South Bend	WSBT-TV	.....	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	21,991	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Tacoma	KTNT-TV	266,900	.....
Tijuana (Mexico) San Diego	XETV	205,926	.....
Toledo	WSPD-TV	226,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	145,600	.....
Utica	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	86,481
Wilmington	WDEL-TV	139,168	.....
York	WSBA-TV	.....	54,676
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville, O.	WHIZ-TV	.....	6,000

Total Stations on Air 179* Total Cities with Stations on Air 122*

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico

Total Sets in Use 24,018,791


Sand in their Shoes
825,000 year 'round Residents
SOUTH FLORIDA'S POPULATION HAS MORE THAN DOUBLED SINCE 1945
You can reach this $1,000,000,000. market BEST thru Miami's WTVJ Television
181,000 VHF RECEIVERS AS OF MAY 1953
WTVJ
Channel 4
MIAMI
Now under construction — 1000 ft. antenna — 100,000 watts
See your Free and Peters Colonel today

ARB SURVEYING UHF ACCEPTANCE

Within two weeks, results of American Research Bureau's second survey on the acceptance of uhf TV in 31 cities will be announced. Last April's study in 11 cities showed uhf saturation ranged from 1.6% to 34% while TV saturation ranged from 26.9% to 75.7%.

SECOND survey of acceptance of uhf television in 31 cities was conducted last week by American Research Bureau, according to James W. Seiler, director, following up an 11-city survey conducted in April.

Analysis of the new figures, to be ready in a fortnight, will show how far TV listeners have gone in acquiring receiving equipment for the upper band. Mr. Seiler said the survey will be conducted on a quarterly basis to meet the needs of advertising agencies, with cities removed from the study when uhf conversion reaches 75-80%.

Market Study

ARB's 11-market study, conducted in April with 1,000 interviews recorded for each market, showed that uhf acceptance was based on four elements, including distance from vhf stations, number of good vhf signals entering area, time local uhf station has been operating, and uhf station's programming.

None of the sample cities in the 11-market study had uhf stations over 4½ months when the interviews were conducted in April.

City-by-city summaries of ARB's findings follow:

1—75.7% TV saturation; 1.6% uhf saturation with 2.1% of TV homes having uhf; 11 vhf and 1 uhf signals available; three vhf channels received by 93-99% of TV homes; uhf in neighboring city on air short time.

2—61.9% TV saturation; 6.8% uhf staturation; 11% of TV homes have uhf; nine vhf and 1 uhf signal available; three vhf channels received by 93-96% of TV homes; in station viewed most category, the uhf station had 4.9% of TV homes, far below vhf stations.

3—26.9% TV staturation; 14.8% uhf saturation or 55% of all TV homes, seven channels available; in station-viewed-most category the uhf station had 16% of TV homes compared to 76% for vhf.

4—28.9% TV saturation; 24.7% uhf saturation, or 85.6% of all TV homes; local uhf station received by 85.6% of TV homes and viewed most by 72.2% of TV homes.

5—75.1% TV saturation; 5.8% uhf saturation, or 7.7% of all TV homes; local uhf station (new) viewed most by 1% of homes.

6—34.9% TV saturation; 16% of all homes have uhf, or 46% of TV homes; vhf station viewed most by 96.6% of homes, uhf by 3.4%.

7—54.6% of homes have TV; 34% have uhf, of 63.1% of all TV homes; first vhf station viewed most by 48% of TV homes, uhf station next with 30.3%.

8—61.8% of homes have TV; 8.4% have uhf, or 13.6% of TV homes; first vhf station viewed most by 95.6% of TV homes, first uhf by 2.8%.

9—39.6% of all homes have TV; 33.8% have uhf, or 85.6% of TV homes; two uhf stations viewed most by 83.2% and 12.6% of TV homes, respectively, with vhf station viewed most by 3.2%.

10—62.4% of homes have TV; 27.2% have uhf, or 43.6% of all TV homes; of 14 channels available, vhf is first with 99.7% of TV homes and uhf second with 43.6%; vhf station viewed most by 89.5% of TV homes, uhf next with 7.6%.

11—55.8% of all homes have TV; 20.6% have uhf, or 36.9% of all homes; two vhf stations viewed most by 29.7% and 29.6%, respectively, with two uhf stations viewed most by 14.4% and 9.9%.

'Hooperade' Says 'Lucy'

CBS-TV's *I Love Lucy* took first place in all six cities in the "Hooperade of TV Stars" for May, C. E. Hooper Inc. has reported. NBC-TV's *Dragnet* and *Colgate Comedy Hour* were the only other programs which made the "Hooperade" ranks in all six cities covered. These are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Ditto for 'Lucy' in Nielsen TV Ratings for May Period

CBS-TV's *I Love Lucy* led the A. C. Nielsen Co. top ten evening, once-a-week network TV shows for the two weeks ending May 23, both in number of homes reached and percentage of homes reached in program station areas. The list:

NATIONAL NIELSEN-RATINGS
TOP TELEVISION PROGRAMS
Second Report for May, 1953
(Two Weeks Ending May 23, 1953)
NIELSEN-RATING*

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,371
2	Gillette Cavalcade (NBC)	11,477
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,039
4	Dragnet (NBC)	9,968
5	Colgate Comedy Hour (CBS)	9,891
6	You Bet Your Life (NBC)	9,595
7	Pabst Blue Ribbon Bouts (CBS)	9,483
8	Red Buttons (CBS)	9,427
9	Studio One (CBS)	9,282
10	Texaco Star Theatre (NBC)	8,936

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.4
2	Gillette Cavalcade (NBC)	54.6
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	47.4
4	Dragnet (NBC)	47.3
5	Studio One (CBS)	45.9
6	Buick Circus Hour (NBC)	45.2
7	Colgate Comedy Hour (CBS)	43.6
8	You Bet Your Life (NBC)	43.1
9	Texaco Star Theatre (NBC)	43.0
10	Pabst Blue Ribbon Bouts (CBS)	42.5

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

Network TV Show Ratings Low in N. Y., WOR-TV Says

THREE out of four network TV programs telecast during April got higher ratings outside of New York than within that city's metropolitan area, according to a study made by WOR-TV New York.

Comparing Telepulse reports for New York with the Multi-market Telepulse covering 30 other major TV markets, WOR-TV found that 114 of 149 sponsored TV network programs had lower ratings than the average of those in other areas.

James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV, pointed out that sponsors of half-hour filmed programs can offset the lower New York ratings by participating in WOR-TV's "Double Exposure" plan [B•T, June 1, May 18], which contemplates the rebroadcast by WOR-TV of films originally shown on other New York TV stations at no cost for time to the advertisers.

"Through this plan," Mr. Gaines said, "sponsors of filmed programs get an opportunity to increase their exposure to the four-million-home audience without additional costs, because 'Double Exposure' enables them to repeat their programs on WOR-TV on another night of the week."

Lower New York TV ratings result from the fact that this is a seven-station market where network programs compete not only with each other but with local programming as well, the survey points out. A similar analysis made of the Los Angeles market, another seven-TV station area, where General Teleradio owns KHJ-TV, found that of 122 sponsored TV programs telecast in that city 114 had ratings below the average for other areas.

'Lucy' Again in Trendex Top Shows for June 1-7

TRENDEX INC. reported last week that the top 10 Trendex Ratings for sponsored evening programs for June 1-7 were as follows:

1	I Love Lucy	55.7	CBS
2	Talent Scouts	40.8	CBS
3	Red Buttons	40.3	CBS
4	Dragnet	36.3	NBC
5	Godfrey's Friends	33.0	CBS
6	What's My Line	29.4	CBS
7	Strike It Rich	28.5	CBS
8	Suspense	27.2	CBS
9	Comedy Hour (Cantor)	27.1	NBC
10	You Bet Your Life	25.6	NBC

SPECIAL EVENTS

President D. D. Eisenhower, Wed., June 3rd, 9:30-10:00 p.m., all networks. Sets, 51.8; rating 50.7; share, 97.8.

Coronation Films, Tues., June 2, 1953, 4:00-5:00 p.m., ABC, CBS, NBC. Sets, 21.9; rating, 20.5; share, 93.6.

Coronation Films, Tues., June 2, 1953, 10:30-11:00 p.m., CBS, NBC. Sets, 53.1; rating, 41.4; share, 78.0.

NOTE: The above ratings are based on the one live broadcast during the week June 1-7, 1953.

Pacific Nielsen Listed

PACIFIC Nielsen ratings for April list *Lux Radio Theatre* as the top evening once-a-week radio network program, with 959,000 homes reached. Top weekday program was *Aunt Jenny*, with 567,000 homes.

PACIFIC NIELSEN-RATINGS
TOP RADIO PROGRAMS
APRIL 1953 NIELSEN-RATING*

Current Rank	Programs	Homes Reached (000)
EVENING, ONCE-A-WEEK		
1	Lux Radio Theatre (CBS)	959
2	My Little Margie (CBS)	804
3	Great Gildersleeve (NBC)	768
4	You Bet Your Life (NBC)	722
5	Our Miss Brooks (CBS)	701
6	Charlie McCarthy (9:00) (CBS)	701
7	Jack Benny (9:30) (CBS)	675
8	Yours Truly, Johnny Dollar (CBS)	650
9	Philip Morris Playhouse (CBS)	650
10	People Are Funny (CBS)	639
WEEKDAY		
1	Aunt Jenny (CBS)	567
2	Romance of Helen Trent (CBS)	541
3	Wendy Warren (CBS)	531
4	Sky King (MBS)	521
5	Sergeant Preston of the Yukon (MBS)	521
6	Our Gal, Sunday (CBS)	505
7	Wild Bill Hickok (MBS)	490
8	Road of Life (CBS)	454
9	Cecil Brown, (S. C. Johnson) (MBS)	438
10	Dr. Paul (NBC)	428

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

KSTL's May Sales Best in History

32% Increase Over April Despite TV Expansion

Yes, sales keep booming on KSTL despite the normal summer slump and the television industry's ever-encroaching expansion into our market. For instance, May sales were 32% above those of April . . . the highest in station history. Every day additional national, regional and local advertisers are climbing on the KSTL bandwagon, where results are not promised but assured.

An Entertainment Choice For Every Age and Taste

The reason for the KSTL gains? With 1000 watts on 690 k.c., KSTL sends out the fourth strongest signal in St. Louis . . . at the lowest cost per thousand listeners. Then, too, there's a type of program on schedule to suit every taste . . . religious, hillbilly, popular music, Slavic melodies, news, markets, weather. For any and every type product, you can't afford to overlook St. Louis and KSTL.

Contact Your Nearest* FORJOE *Office for

KSTL *is* St. Louis

1000 watts—690 k.c.

William E. Ware, President

On the Air Soon on Channel 36 . . . the KSTL Affiliate

ABC Network

KSTM-TV

275,000 Watts

Missouri's Most Powerful Television Station

Represented Nationally by H-R Television, Inc.

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

61 TELEVISION STATIONS PLAN OPERATING STARTS BEFORE FALL

Three new video outlets began operations during the week, while 20 of the grantees changed their starting dates. Scoreboard: 75 post-thaw stations on the air; total operating stations, 184.

LAST week 61 television station grantees expected to begin commercial operation before fall.

During the week about 20 of those stations changed their expected starting dates. Three new outlets began operating, however, and several more are putting on test patterns and testing equipment.

WCSC-TV Charleston, S. C., vhf Ch. 5, WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, and WTVE (TV) Elmira, N. Y., uhf Ch. 24, all began commercial programming.

KFXD-TV Nampa, Idaho, vhf Ch. 6, and WAKR-TV Akron, Ohio, uhf Ch. 49, both have test patterns on the air.

Today WKOW-TV Madison, Wis., uhf Ch. 27, is slated to start programming, and four more stations—two vhf and two uhf—expect to begin programming this week.

Counting just those three stations which went on the air with commercial programming, there now are 75 post-thaw outlets operating in the U. S.

KONA-TV Honolulu began operating again last Wednesday under its new ownership [B•T, June 15], so the total stations in the states and Hawaii stands at 184—39 vhf and 37 uhf—since the freeze was lifted, plus the 108 pre-freeze stations.

Late reports from stations:

• John M. Rivers, president and general manager, reported that test pattern of WCSC-TV Charleston, S. C., vhf Ch. 5, went on the air at 3 p.m., June 17. Commercial operation, he said, was to have begun June 19.

• S. Bernard Berk, president of WAKR-TV Akron, said the uhf Ch. 49 station began airing its test pattern last week. Mr. Berk said ". . . reception reports . . . [indicate] about 99-44/100% of the Akron area will receive us without difficulty, even with our interim operation. Many people are reporting reception on vhf antennas, indoor antennas and uhf indoor antennas. . . . Our antenna is on top of the Tower Bldg., which is in the geographic center of Akron.

"We are the first station to use a special uhf antenna designed by Dr. Frank Kear and RCA, so that nulls in the close-in area would be eliminated. We are also the first [uhf] station to have our antenna up off the ground, using a short transmission line. Although our antenna is almost 500 feet above the ground, our transmission line is only about 135 feet. Since we are one of the first stations to use a new 6⅛" transmission line, our losses are further reduced," Mr. Berk said.

• KFXD-TV Nampa, Ida., vhf Ch. 6, went on the air with a test pattern last Thursday. The date commercial programming will start is to be announced later, a spokesman for the outlet said.

The station is telecasting from a transmitter location 6,500 feet above sea level, near Deer Point Peak in the Boise National Forest. Its signal is expected to cover the Boise valley. The station, represented nationally by George P. Hollingbery Co., will be represented regionally by the Rocky Mountain Broadcasting System Television Network, Salt Lake City. KFXD-TV will be an ABC-TV affiliate.

• KOMU (TV) Columbia, owned by U. of Missouri, names H-R Television Inc. as its national representative. Affiliated with NBC-TV [B•T, June 15], KOMU is assigned vhf Ch. 8 and is expected to go on the air Oct. 1. Interim ERP will be 48.7 kw, and station has applied to FCC for maximum of 316 kw. General Electric transmitter, antenna and camera chains will be used, with Blaw-Knox Tower.

• Rate card No. 1 for KCTY (TV) Kansas City, Mo., mailed to advertisers last week, discloses that the uhf Ch. 25 outlet's one time, one hour rate in Class A time is $400, with the 20-60-second one time Class A announcement rate $80.00. There is a unique "Charter Advertiser's Discount," however. Under the discount plan, advertisers who sign before Aug. 1 will receive a 40% discount; during the month of August, new advertisers will receive a 30% discount; during September, a 20% discount, and during October, 10%. The station began commercial operation last week [B•T, June 15], and is the third Empire Coil Co. station to go on the air.

• William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., said the uhf Ch. 32 outlet's $100,000 studio building is nearly completed and that the station plans to be on the air Aug. 1.

• L. E. Chenault, general manager of KJEO-TV Fresno, Calif., uhf Ch. 47, said he expects the station to go on the air in October. Edgar L. Deatherage is the station's newly-appointed national sales director.

• Alfred Lowe, vice president of WETV (TV) Macon, Ga., uhf Ch. 47, announced the station, planning an Aug. 22 debut, will be affiliated with ABC-TV and NBC-TV.

• Robert L. Epstein, vice president and general manager, WRAY-TV Evansville-Princeton-Vincennes, Ind., said the uhf Ch. 52 station has set Oct. 15 as its target date. Licensee has been changed from M. R. Lankford, owner of Princeton Broadcasting Co., to Southern Indiana Telecasting Inc. The WRAY-TV main office is Outer West Broadway, Princeton, Ind.

• WTVP (TV) Decatur, Ill., uhf Ch. 17, reports that its new building is nearly completed, and that the 550-foot tower was equipped with beacon lights last week. This week the 52-foot 24-gain RCA antenna is due to be shipped, W. L. Shellabarger, president, said.

"We hope to have our test pattern on the air early in July," Mr. Shellabarger said, "—perhaps the week of July 6."

• William T. Knight Jr., president of WTOC Savannah, said no target date has been set for WTOC's television station. An initial decision by FCC proposed a TV grant. Mr. Knight said the TV station would be affiliated with CBS-TV and ABC-TV. The Katz Agency would be the representative, he indicated.

• WITV (TV) Fort Lauderdale, Fla., uhf Ch. 17, says its scheduled date for completion is Sept. 30. The station will employ a 700-ft. tower with an ERP of 286 kw visual.

• WFTV (TV) Duluth, Minn., introduced its staff to viewers via a full page picture ad in the *Duluth Herald*. The station is assigned uhf Ch. 38.

• WDAY-TV Fargo, N. D., announced the vhf Ch. 6 outlet began on schedule, June 1.

• The *Sudbury* (Ont., Canada) *Daily Star* carried a page of news and pictures about CKSO-TV and the *Daily Star*, which plans telecasts in September. The official opening will be Dec. 15.

• WEHT (TV) Henderson, Ky., uhf Ch. 50, expects to air a test pattern about Sept. 1, with programming to start shortly thereafter. Meeker TV will be the national representative. Hecht S. Lackey, president of the station, said a contract for the construction of studio, office and transmitter has been awarded to Anderson & Veatch of Evansville, and that completion has been promised within 60 days.

• KFEQ-TV St. Joseph, Mo., vhf Ch. 2, now has target date, and reports that work is being hurried on the station's construction, including an 810-foot tower. The station will begin operating with an effective radiated power of 52 kw visual.

• WDAY-TV Fargo, N. D., vhf Ch. 6, began its official programming schedule June 1 with a premiere telecast featuring Senators and other dignitaries. The station, an affiliate of all four

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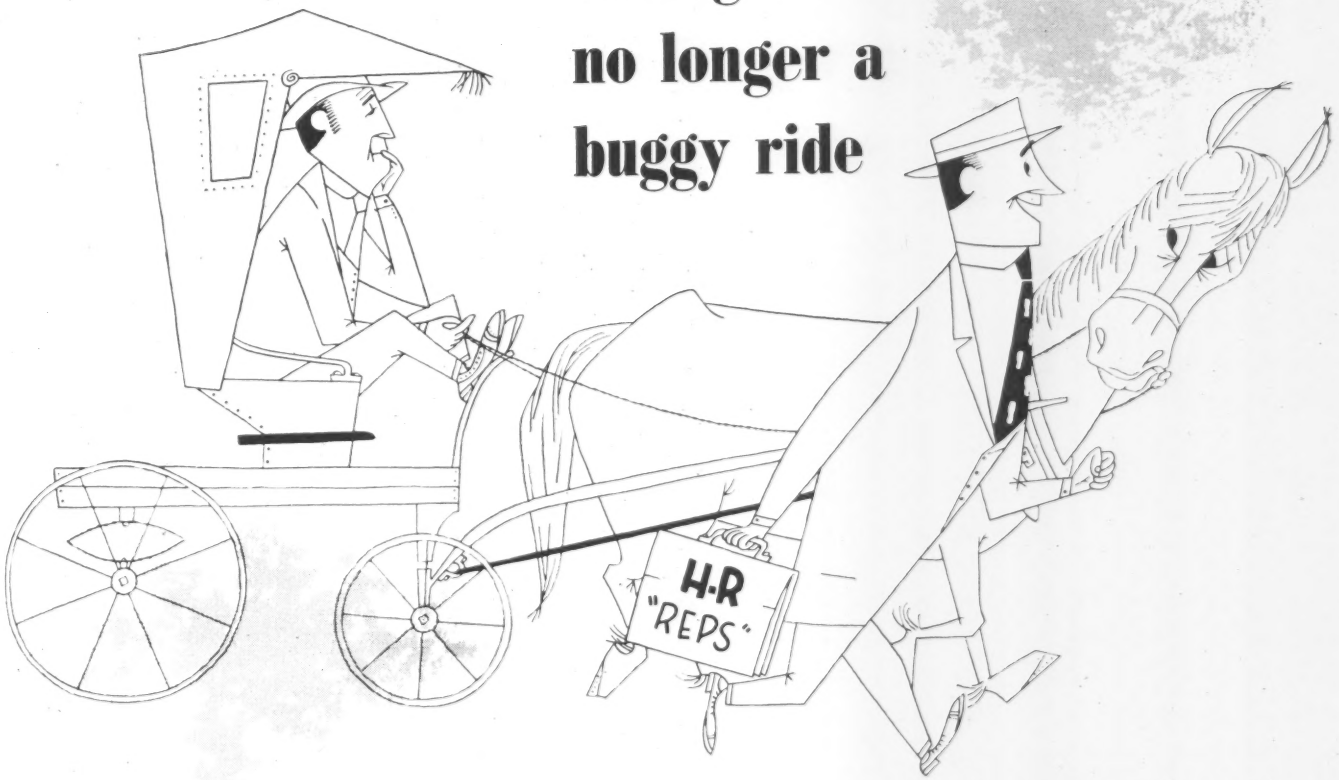
THIS is the architect's sketch of the new $100,000 KTVE (TV) Longview, Tex., studio building. The station, assigned uhf Ch. 32, plans to be on-the-air Aug. 1. A. James Henry is station president and William M. Morrow is commercial manager.

selling TV is no longer a buggy ride



Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avails were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMANSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESmen who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to Send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **TELEVISION**

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606
35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

TV networks, broadcasts from 5 p.m. to midnight daily.

• WSUN-TV St. Petersburg, Fla., uhf Ch. 38, began regular programming May 31, and now is telecasting on a daily schedule from 5 p.m. to 11:30 p.m. The station is owned by the City of St. Petersburg.

Following is a complete listing of expected starting dates of 61 stations going on the air between now and next fall:

On the Air

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters, affiliated with all TV networks (started June 19).

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (started June 15).

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., affiliated with CBS-TV and DuMont (began on limited basis June 15).

Today (Monday)

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

This Week (June 21-27)

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc., affiliated with DuMont.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co.

June 27

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.

Next Week (June 28-July 5)

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

July 1

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor Co., affiliated with CBS-TV.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 4

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV, affiliated with CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks.

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV.

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.

CONGRATULATIONS are exchanged as WCSC-TV Charleston, S. C., began programming Friday on vhf Ch. 5. On hand are (l to r): Herbert E. Taylor Jr., manager of the Transmitter Div. of DuMont Labs which supplied equipment for the station; Dr. Thomas E. Goldsmith Jr., director of research for DuMont and a native of Greenville, S. C.; Mayor William McGee Morrison of Charleston, and Fred Steiner, manager of American Distributing Co., DuMont distributors for the area.

* * *

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 1

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

WBUF-TV Buffalo, N. Y, uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

Aug. 22

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Sept. 1

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

August-September

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau.

Sept. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27-30

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Oct. 1

WDAK-TV Columbia, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMGT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Indefinite

WCHV-TV Charlottesville, Va., uhf Ch. 64, represented by The Walker Representation Co.

WJON-TV St. Cloud, Minn., vhf Ch. 7, represented by William G. Rambeau Co.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, represented by The Walker Representation Co.

WWOD-TV Lynchburg, Va., uhf Ch. 16, represented by The Walker Representation Co.

Birds of a Feather

That WREC reaches the highest type listener, economically and educationally, IN MASS is evident from a casual examination of the programming of WREC, and the latest Standard Audit & Measurement Reports and Hooper Ratings.

A further examination of the names of advertisers on WREC shows both in spot, and of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

With a single schedule on WREC, your message reaches the "better half" of both the rural and metropolitan listeners in this rich $2 billion market and carries prestige from the start. The cost is still another influencing factor, 10% LESS, per thousand listeners, than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

Radio Raises Money For Disaster Victims

BROADCASTERS around the country last week were receiving their share of applause for work during earlier tornado disasters. And several reported on their fund-raising activities in behalf of disaster victims.

The *Flint Journal* carried a letter-to-the-editor in which a reader praised WKMF Flint, Mich., for its coverage of a disastrous tornado in that area [B•T, June 15].

WKOX Framingham, Mass., reported it was the subject of "noteworthy commendation" in that city's newspapers for its reporting on the Worcester, Mass., tornado.

WXEL (TV) Cleveland raised $120,000 for local victims after staging a telethon June 13, the station said. Working in conjunction with the Red Cross, the station used talent from local TV and radio stations and interviewed disaster victims.

WJR Detroit aired a 2½-hour program for benefit of the Flint Disaster Relief Fund, the station said. The program featured CBS network personalities, WJR talent and national and local civic leaders, WJR reported.

WBZ-AM-TV Boston appealed to the people of New England for donations to aid tornado victims in the Worcester area, and during the first two days received more than $3,000, the station reported, adding that additional funds were arriving in every mail.

WPCT Putnam, Conn., raised more than $6,000 plus a freight carload of clothing for the Worcester tornado victims. The station, which has been on the air only a few weeks, received thanks and the keys to Worcester from its mayor, Andrew Holstrom.

A special message from President Eisenhower, who flew over the Worcester area to inspect tornado damage, was aired by WTAG Worcester newsman Chris Condon.

WOI-TV Changes to Ch. 5

WOI-TV Ames, Iowa, last Saturday changed from vhf Ch. 4 to vhf Ch. 5 and its effective radiated power was nearly doubled, Richard B. Hull, director of radio and television at Iowa State College, announced. A six-bay RCA antenna replaces the station's former three-bay antenna, Mr. Hull added.

WTAG Worcester newsman John Woods, for the station's "Tornado—Part II" documentary on the aftermath of the tornado in the Worcester area [B•T, June 15], interviews a local family in what once was their home. The recorded documentary was aired June 12.

Dr. Douglas S. Freeman Dies; Early Newscaster

DR. DOUGLAS SOUTHALL FREEMAN, 67, retired editor of the *Richmond News-Leader* (WRNL-AM-FM), Pulitzer-prize historian and radio news commentator from 1925, died June 13 in Richmond after a heart attack.

Dr. Freeman began making news broadcasts in 1925 and besides making two broadcasts a day, more than 100 speaking engagements a year and editoring the *News-Leader*, he found time to write a four-volume biography of Confederate Gen. Robert E. Lee, for which he won the Pulitzer prize, and a three volume biography of *Lee's Lieutenants*.

WAGA-TV Now Operating

STORER Broadcasting Co. reported last week its WAGA-TV Atlanta began operating with 100 kw on June 10, making it "the most powerful TV station in the deep South." During recent tests, the company said, calls were received from parts of North Carolina and Tennessee. WAGA-TV is on Ch. 5.

FULTON QUITS WGST, AKERMAN SUCCEEDS

JOHN FULTON, general manager of WGST-AM-FM Atlanta (Georgia Tech station) and recently-seated NARTB Dist. 5 director, has resigned from the station and will announce his new connection about July 1, Freeman Strickland, chairman of the Radio Committee of the University System of Georgia Board of Regents, announced last week.

Mr. Strickland said he accepted the resignation "with a great deal of regret." Ben Akerman, assistant manager since 1948, has been

* * *

Mr. Fulton

Mr. Akerman

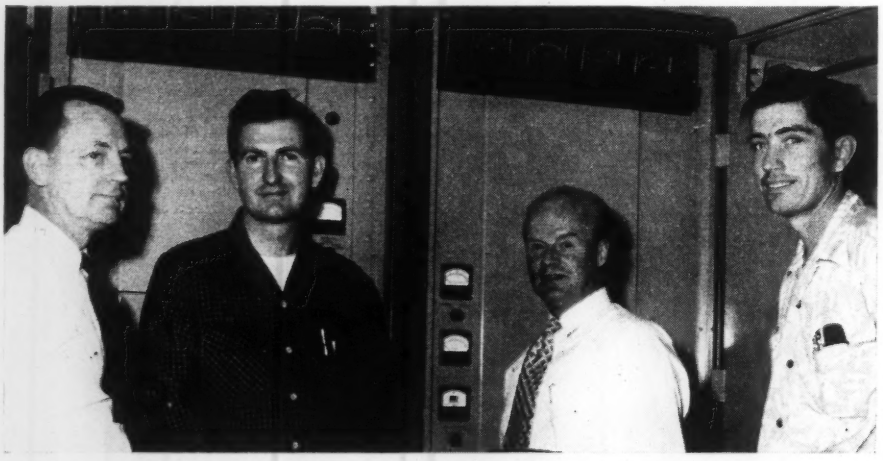
* * *

appointed to succeed Mr. Fulton, Mr. Strickland said.

Mr. Fulton has been on the WGST staff 17 years, and has served as announcer, program director and associate manager, becoming general manager in 1945. Mr. Akerman has been with WGST since 1930 and was named chief engineer in 1931.

Carl R. Bamford Dies

CARL R. BAMFORD, principal owner of WSKY Asheville, N. C., died June 9 in his home at Asheville. Until 1951, Mr. Bamford had an interest in the United Paramount Theatre Corp. and was head of Asheville's Publix-Bamford Theatres. He served three terms on the Asheville City Council and was a member of the Asheville Chamber of Commerce. Mr. Bamford and Zeb Lee, general manager of WSKY, established the station in 1946.



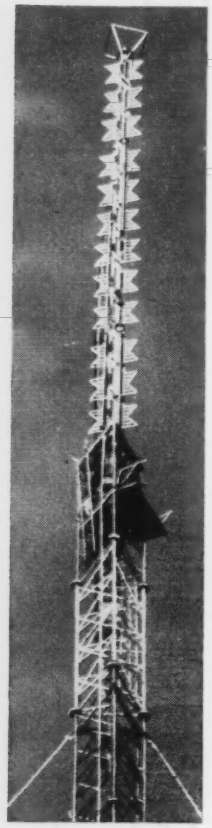
KSWS-TV Roswell, N. M., 7.5 kw transmitter was installed by (l to r): Harold Johnson, J. D. Winters and J. M. Valentine, Federal Telecommunications Lab engineers, and Ray Summersgill, station chief engineer. KSWS-TV is scheduled to go on the air this week with 107 kw effective radiated power, and claims to have the largest antenna ever built, 16 bays with a gain of 16.1 on vhf Ch. 8. It will be an ABC-TV affiliate.

4557
FOOD
STORES
in the Philadelphia area
cooperate to insure success
for advertisers on the
KYW
SUMMER SALES
BANDWAGON
(3rd great season!)
4557
COUNT 'EM
4557
BEST MARKETS 19
FAIRLAWN 250
FOOD FAIR 40
PENN MUTUAL 500
QUAKER 1072
UNITY-FRANKFORD 2200
PIONEER 450
PENN FRUIT 26
4557
All these stores have agreed to hypo sales of KYW-advertised products during the summer of 1953. Special promotions, newspaper support, circulars, shelf tabs, window posters, and many other sales-productive activities come your way on the KYW Bandwagon. There's still time to get aboard! For details, see KYW or Free & Peters.
KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE
WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for WBZ-TV and WPTZ; for the television stations, NBC Spot Sales
SALES MESSAGES STICK WHEN BROADCAST ON KYW
Step up
impact!
Use
KYW

KTBC-TV Goes 100 kw With New RCA Transmitter

KTBC-TV Austin, Tex., first vhf station in the nation to install the new RCA 10-kw high-band vhf transmitter, June 9 stepped up its effective radiated power to its full authorized 100 kw.

In a brief ceremony Texas Governor Allan Shivers gave the signal for the switch to KTBC-TV Chief Engineer Ben Hearn. Later on, according to General Manager J. C. Kellam, more extensive ceremonies are planned to mark the stepup in power as well as the tenth anniversary of the Texas Broadcasting Corp., operators of KTBC-AM-TV.



KTBC-TV's new 12-section RCA antenna, nearly 80 feet long, is atop a 500-ft tower and nearly 1,000 feet above average terrain.

Station further reported that within minutes of the changeover telephone calls were received from towns 50 to 70 miles from Austin, all commending the reception. According to RCA, the 5,000-lb. transmitter is the first of its type, with the new RCA 12-section superturnstile antenna, to achieve an ERP of 100 kw.

KTBC-TV started last Thanksgiving with an interim RCA 2 kw transmitter. Station is affiliated with all TV networks.

Bolling Family Buys KHMO for $130,000

SALE of KHMO Hannibal, Mo. (1070 kc, 5 kw day, 1 kw night), from *Hannibal Courier-Post* ownership to James P. Bolling and wife for $130,000 was announced last fortnight. Application for approval was filed with the FCC June 12.

Transfer of ownership of the 12-year-old Hannibal station was made necessary by the pending application to assign KHQA-TV Hannibal (owned by the *Courier-Post*) to Lee Broadcasting Co., licensee of WTAD in the adjacent city of Quincy, Ill. Assignment of the Ch. 7 construction permit (the station is not yet on the air) includes a provision for 20% ownership in Lee Broadcasting by the Courier-Post Co. Therefore, it was felt necessary to dispose of KHMO to meet the Commission's duopoly regulations which forbid ownership of more than one AM station in the same area. KHMO and WTAD had interlocking ownership through Lee Syndicate newspaper principals.

Mr. Bolling is a livestock dealer in Browning, Mo.

TEXAS Gov. Allan Shivers (r) and J. C. Kellam, general manager, KTBC-TV Austin, join in smiles during brief ceremonies at which the station stepped up effective radiated power to its full authorized 100 kw.

WDAF-AM-TV STRIKE ENDED AFTER MONTH

WDAF-AM-TV Kansas City resumed operations at 6 a.m. Friday after a four-week shutdown caused by an AFTRA strike over commercial fees.

The shutdown kept about 70 employes out of work for a month and cost the *Kansas City Star* stations vast advertising revenues.

Settlement was reached shortly after Thursday midnight. The Friday operations were described as almost normal.

The new contract calls for a $6 wage increase above the basic $102 scale for announcers, effective last March 1 when the last contract expired. The new pact runs until Nov. 1, 1954.

Principal contention for the last fortnight, it was understood, centered around the expiration date, with the stations originally wanting a two-year agreement. There was difficulty, too, over the language used in connection with the commercial fee matter.

AFTRA's key demand had been for payment of extra fees to announcers for commercials read during regular shifts. While this was not included in the new contract, the stations are understood to have agreed to conduct a nationwide study to find out what fee systems are used and their possible effect if applied to Kansas City. The negotiators agreed on procedure involving arbitration of the fee issue, based on discussions to be held next autumn, it was reported.

The settlement was reached before a Federal conciliator, Earnest E. Myers, with Don Roberts, AFTRA local negotiator, accepting for the employes. Agreement had been near at times during the last fortnight, only to have the parties stall at unacceptable points. Ed Scheslinger, from the national AFTRA, was on the scene during some of the negotiations.

A Kansas City benefit for the striking union members, arranged for Saturday night in advance of the settlement, was to go ahead, with Hildegarde and other name stars slated to participate.

Only office workers have been retained at the WDAF headquarters. The stations are reported to have received sympathetic consideration from many of their sponsors.

The strike started at 6 a.m. May 22. Announcement had been made by the union on radio newscasts the night before that AFTRA personnel would not report for work and would set up picket lines. IBEW technicians refused to cross the picket lines and the stations are reported not to have had adequate engineering personnel in the executive staff to maintain radio and TV operations.

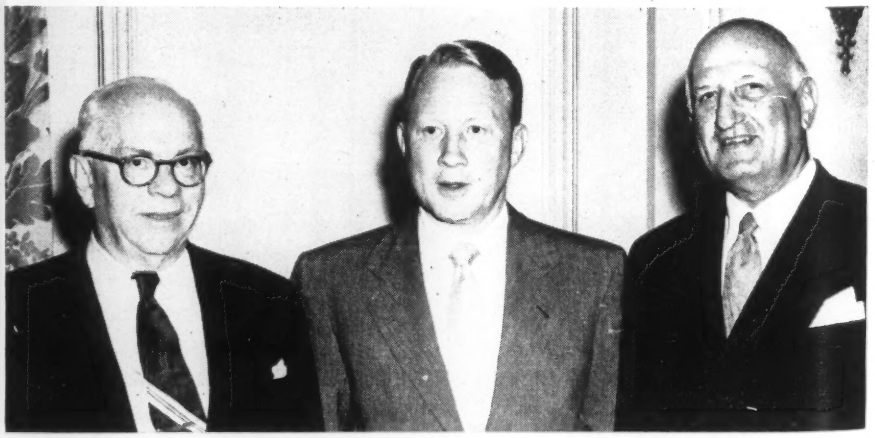
Kansas City has had evening television service from KCTY (TV), operating on uhf Ch. 26. Before KCTY took the air recently the city had only one TV outlet.

Weed TV Adds Lindsay

WEED Television last week announced that George Lindsay of Edward Petry & Co., Chicago, has joined the company in that city, and that the Chicago office has moved to larger quarters at 20 N. Wacker Drive. Changes were said to be in line with Weed Television's policy of completely divorcing radio and television operations.

Taylor Moves N. Y. Offices

THE O. L. Taylor Co., radio-TV station representation firm, has moved its New York offices from 488 Madison Ave. into larger quarters at 444 Madison Ave.



IN first photo since return from Europe, CBS President Frank Stanton (c) welcomes Allegheny Broadcasting Corp.'s president, attorney Earl F. Reed (l), and Irwin D. Wolf, vice president, upon KQV Pittsburgh affiliation with CBS last Monday at KQV-CBS Day.

HEIGHT
COUNTS MOST!

WAVE-TV's Far Higher Tower Increases Area Coverage By 85.5%!

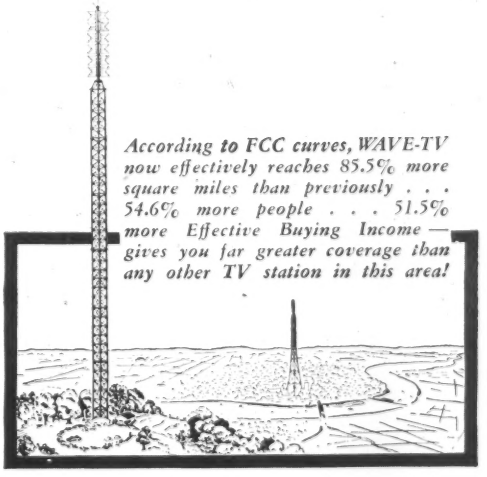
"Seeing Is Believing!"

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level.

Tower height is of course *far more important* than any other factor, in "reaching out" to fringe TV areas. Next most important — WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual viewing results. Ask your distributors, dealers or salesmen about WAVE-TV *coverage*, and about the great WAVE-TV *television* market. It's actually far greater than the Louisville Trading Area itself!


According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

LOUISVILLE'S

WAVE-TV
Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives

CANDIDATES FOR FCC VACANCY PRESENT THEIR CASES IN CAPITAL

Presidential Assistant Adams interviews Dean, Garland and Cahn during the week, while other campaigns are mustered for Marshall, Gillett and Heffron. Dean's supporters appear the most optimistic.

A SMALL parade of candidates for the remaining FCC vacancy was on the Washington scene last week and most of them had their innings both at the White House and Republican National Committee.

Activity was stepped up with only a fortnight remaining before the expiration of the term of Paul A. Walker, Oklahoma Democrat, who, however, probably will remain in office until his successor is qualified.

Those who have been interviewed by Presidential Assistant Sherman Adams include:

Robert J. Dean, president of KOTA Rapid City, S. D.

Charles Garland, vice president and general manager of KOOL Phoenix, one of the "original" strong candidates for the FCC vacancy.

Julian N. Cahn, 30-year-old counsel to the Senate Foreign Relations Committee.

In addition, campaigns were still underway for J. Paull Marshall, Maryland-Washington attorney, and a member of the Maryland House of Delegates; Glenn D. Gillett, consulting radio engineer who retires from active practice July 1, and Edward J. Heffron, former NARTB (then NAB) public relations man, and formerly with Johnson & Johnson.

Although it seemed to be touch and go last Friday, Mr. Dean's supporters appeared to be the most optimistic. It was said in his behalf that he is seeking to dispose of his 55.5% interest in the South Dakota properties—essential under the terms of the Communications Act. He had lunch last week with Sen. Francis Case (R-S.D.), who originally submitted his name for the FCC post and is strongly endorsing him.

Mr. Dean was a member of the delegation which played host to President Eisenhower on his recent trip to the Black Hills and it obviously was felt that the FCC vacancy was discussed at that time.

Meet with Adams

Mr. Garland, strongly backed by Eugene C. Pulliam, Indiana and Arizona publisher and owner of WIRE Indianapolis, called on Presidential Assistant Adams last Tuesday, accompanied by Sen. Barry Goldwater (R-Ariz.). In the nearly one-hour conversation—his second session with Mr. Adams—the overall FCC regulatory situation was discussed. Mr. Garland, when he left Washington, was not represented as being as optimistic about the appointment as his South Dakota broadcaster colleague.

Mr. Cahn was noncommittal but it was learned that he likewise had conferred with the sphinx-like presidential assistant. Mr. Cahn, although counsel to the Foreign Relations Committee, is not a lawyer, but he has evinced great interest in suppression of crime and has been identified with broadcast activities in the crime sphere. In addition to Chairman Wiley of Wisconsin, of the Senate Foreign Relations Committee, Mr. Cahn is understood to have strong support from other important figures in public life. As a New Yorker, he has been actively identified with both the Young Republican movement in New York and the Republican Committee.

Mr. Gillett had not been called either to the Republican Committee or the White House, an essential step before serious consideration is given, but he had whipped up considerable support from his Virginia delegation, with Rep. Joel T. Broyhill (R-Va.) leading the campaign.

Mr. Marshall, 41, has the strong endorsement of the Maryland delegation. It is understood Vice President Nixon, a friend, also is urging his candidacy. He had been offered other Administration positions, it's understood, but was not interested.

Mr. Heffron parted from NAB in 1947 after a conflict on a fundamental policy issue—he supported FCC control over program balance as exemplified in the so-called "Blue Book." Mr. Heffron, prominently identified with lay Catholic organizations, is understood to have rallied support among church leaders, including some of the top prelates.

Even if a decision is reached by the White House this week, there is little likelihood of an immediate nomination. FBI clearance is entailed. It is understood that Mr. Garland previously had been cleared, presumably for the vacancy filled two months ago by John C. Doerfer of Wisconsin.

Anything Could Happen

Generally, it was thought that anything could happen and that the Administration had not settled on any one man, but Mr. Dean's supreme optimism and his quest for a buyer of his interest in KOTA and its sister FM outlet, KOZY, led to the view that he had received more than a superficial indication that he would get the appointment. Mr. Dean is both a lawyer and a broadcaster. He also owns Radio Games Service, which controls a series of "service marks" he is syndicating in the premium contest field on radio.

Mr. Dean is 51 and started in radio in 1932, after having practiced law in South Dakota. He has built seven stations. He has not been an active politician, but has been a Republican for 25 years and did support Eisenhower. He is married and has two daughters, 20 and 22.

Mr. Garland, with a 30-year background in radio, was trained in the H. Leslie Atlass school in Chicago. He was active in politics and served as mayor of Des Plaines, Ill., for four years. He has lived in Arizona for a decade, identified with the Gene Autry stations. Mr. Autry conferred with President Eisenhower on Wednesday, but it was doubted whether Mr. Garland's candidacy was mentioned.

Mr. Walker, former chairman of the FCC, is in his 72d year. He will retire on part pay, having served on the FCC since its creation in 1934—its only charter member. His plans have not been disclosed but there has been some thought that he might join one of the educational television organizations as consultant or lecturer.

Pratt Post Eliminated

OFFICE of telecommunications advisor to the President was abolished Wednesday by President Eisenhower. Haraden Pratt, who has held the post under a 1951 appointment by President Truman, resigned effective with the transfer of functions to the Director of Defense Mobilization.

Autry, Gammons & Ike

GENE AUTRY, singing cowboy star who is president and owner of KOOL Phoenix, Ariz., and Earl H. Gammons, CBS Washington vice president, called at the White House at 9:30 a.m. Wednesday. They chatted with President Eisenhower about golf, politics and mutual friends, they said after the conference.

Streibert Will Assist Conant In PAP Reorganization

THEODORE C. STREIBERT was on the way to Germany last week to begin a several months task as consultant on public affairs for U. S. High Commissioner James B. Conant. The State Dept. announced the appointment Wednesday.

Mr. Streibert formerly was president of WOR New York and chairman of the board of MBS before joining the State Dept. as consultant to Dr. Robert L. Johnson, administrator of the International Information Administration (which includes Voice of America).

Mr. Streibert

The State Dept. said Mr. Streibert was assigned to Germany at the request of Dr. Conant. He will assist Dr. Conant and his staff in a reorganization of the PAP.

The post in Germany was left open by the resignation of Theodore Kaghan, which was forced after a bitter exchange on his security qualifications with Sen. Joseph R. McCarthy (R-Wis.).

After working on earlier special overseas projects for Dr. Johnson, Mr. Streibert had returned from abroad. He had completed a field study of radio programming centers and organizational problems under a separate information agency—the proposed U. S. Information Agency. He was in Washington only three weeks before being sent overseas again.

FCC Issues 4 New AMs, Facility Changes to 4 Others

FOUR new daytime standard stations were approved by FCC last week. They are:

Bogalusa, La.—Bogalusa Bcstg. Co., 1 kw daytime on 920 kc. Partners Charles W. Holt and Dave A. Matison control WHSY Hattiesburg, Miss.

Seattle, Wash.—W. Gordon Allen, 5 kw daytime on 1590 kc. Mr. Allen is majority owner of KGAL Lebanon, Ore.

Corvallis, Ore.—Mid-Land Bcstg. Co., 1 kw daytime on 1050 kc.

Poteau, Okla.—Leflore Bcstg. Co., 1 kw daytime on 1280 kc.

FCC also approved change of power for WSVA Harrisonburg, Va., from 1 kw fulltime, directional night, to 5 kw daytime, 1 kw directional night, on present frequency of 550 kc. KYAK Yakima, Wash., was granted change from 250 w fulltime on 1400 kc to 1390 kc with 1 kw day and 500 w directional night. WAVA Ava, Ill., was given consent to change its main studio location from Ava to DuQuoin, with transmitter location to remain at Ava. WAVA is on 1580 kc with 250 w daytime.

KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER . . .
MORNING — AFTERNOON — EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

'LESS CENSORSHIP' TREND SEEN AS PRESIDENT UNVEILS NEW ORDER

The proposed system of classifying government information would eliminate the "restricted" category. Twenty-nine agencies would lose their power to classify, while 16 others would be limited.

THE Eisenhower Administration, showing a trend away from censorship of news, is awaiting the views of media on a proposal to relax the oft-attacked Truman security order, issued Sept. 24, 1951.

Trial balloon was sent up by the President at his Wednesday news conference. He distributed text of a proposed Executive Order which would revoke the Truman order and set up less severe restrictions on release of news by federal agencies.

The proposed order was drafted after a study of the security problem by Attorney General Herbert Brownell Jr.

Media claims that the Truman order, while designed to safeguard government documents, was broadly drawn and loosely administered were noted by Mr. Brownell in a letter to the President. This had led to charges that government officials could use the order to cover up their own mistakes.

Conferences Held

Mr. Brownell has conferred with J. Russel Wiggins, managing editor of the *Washington Post* and chairman of the Freedom of Information Committee of the American Society of Newspaper Editors. In addition he has met with officials of most major government agencies. A departmental committee reviewed complaints against operation of the order.

Objections to the Truman order were listed by Mr. Brownell as follows:

- Official can withold non-security news by using vague and broad descriptions in the order.
- There is a tendency to follow "the dangerous policy heretofore used by dictator nations of authorizing government officials to use the term 'national security' indiscriminately and thereby throw a veil of secrecy over many items which historically have been open to the public."
- Authorization of too many kinds of documents as security information has promoted a careless attitude on the part of some government employes handling such matter.
- The order has tended to build up a barrier between government and media, inimical to freedom of the press.

In view of these developments, Mr. Brownell said the proposed new order will protect national safety requirements and "honor the basic tenets of freedom of information which are so vitally important to the preservation of our form of government."

The new order, he said, will establish a system differing in the following major respects from the existing systems:

a) It withdraws original authority to classify information from 29 agencies of the government;

b) It limits the authority to classify in 16 additional departments and agencies to the head of the agency without power to delegate;

c) Information may be classified only if required in the interest of the defense of the U. S.;

d) One of the categories of classified material—"Restricted"—is eliminated;

e) The three remaining categories of classified material ("Top Secret," "Secret" and "Confidential") are explicitly defined to prevent indiscriminate use of the power to classify;

f) Positive provisions are included for reviewing classified material, for the purpose of removing the classification, or down-grading it, when the interests of national defense no longer require the protection of classification;

g) Procedures have been revised to make them more definite and certain, so that employes handling classified information will be more alert to the dangers of unauthorized disclosure.

In listing government agencies where "original classification authority" is limited to head of agency, the President included the FCC. If an agency head fears the new limitations endanger national defense, he can file a written request to the President for an exception.

Original classification authority is removed from 29 agencies, including Federal Trade Commission, National Labor Relations Board and Securities & Exchange Commission.

Trim 'Scarce Materials' List

NATIONAL Production Authority said last week it has trimmed its list of scarce materials to six items, among them cobalt, columbium-tantalum, molybdenum and nickel. Radio-TV manufacturers in general report their materials' picture is bright.

Mock Conference Planned To Test Hearing Shortcuts

DEMONSTRATION of techniques for shortening the length of comparative television hearings before FCC [B•T, May 18] will be held next Monday (June 29) in Hearing Room A of Washington's ICC Bldg.

The mock hearing conference, arranged by the Federal Communications Bar Assn. and FCC, will show one way of eliminating all unnecessary material from hearings and will be conducted by "Hearing Examiner" Henry G. Fischer, FCBA member. Counsel for the applicants will include Frederick W. Ford, chief of FCC hearing division; Benito Gaguine, FCC hearing examiner, and Max Paglin, FCC trial attorney. They will represent the Alpha Television Co., the Bravo Broadcasting Co. and the Coca Television Co. seeking vhf Ch. 4 in Metropolis.

Dempsey Is Counsel

Counsel for FCC broadcast bureau will be William J. Dempsey of the FCBA.

A question and answer period following the "conference" will be moderated by William C. Koplovitz of the FCBA.

Preliminary remarks will be made by FCC Chairman Rosel Hyde and Fred Albertson, FCBA president. J. D. Bond, FCC hearing examiner, will discuss the use of pre-trial technique in administrative hearings.

The committee handling arrangements for the mock conference is headed by Mr. Koplovitz, of Dempsey & Koplovitz, Washington law firm.

M'CARTHY WANTS INDUSTRY REACTION TO BILL TO REQUIRE RECORDINGS

Sen. Joseph R. McCarthy tells B•T: No connection between bill and Senate probing of FCC, no need for speedy hearings on measure but wants broadcasters to "kick it around a bit."

SEN. JOSEPH R. McCARTHY (R-Wis.) last Thursday denied to B•T any link between his newly-introduced bill that would require radio and TV stations to make and keep recordings of everything going on the air and various investigations of FCC files being made by members of his staff.

Sen. McCarthy also indicated he was in no hurry to press his legislation but looked at the proposal as more of a trial balloon to test broadcaster reaction.

Kick It About

As he told B•T, he wanted the radio-TV industry "to kick it around a bit" to see how effective the legislation would be [see editorial, page 114].

The bill would amend Sec. 303 (j) of the Communications Act. It would give FCC "authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable" and FCC would "make rules and regulations requiring broadcasting stations to make and keep recordings, or verbatim records, of all communications transmitted."

It was introduced without fanfare by the Senator near the close of Senate business June 11 [AT DEADLINE, June 15]. The measure was referred to the Senate Interstate & Foreign Commerce Committee.

Sen. McCarthy said he did not expect an early hearing on the legislation. Measures introduced in this session of Congress carry over until the second session which begins next January.

He told B•T there were several reasons why he introduced the measure. Primarily, he wanted to urge FCC to have available a permanent record of everything said on the air. Such records are not required at the present.

Sen. McCarthy also said it was impossible now to police shortwave sets sending information overseas. He asserted there were "strong indications" of "uses" of shortwave to send information abroad for espionage purposes.

The Senator also asserted the legislation was designed to act as a check on what night disc jockeys say on stations. As the Senator saw it, the disc jockey "can say anything he cares to" because there is no record of what is broadcast. "He can indulge in libel and slander," Sen. McCarthy charged.

A member of Sen. McCarthy's Permanent Investigations Committee staff has been engaged for some weeks in sifting over FCC files. It was reported at the agency that the investigator has not been "around for the past few days."

Sen. McCarthy said the bill's introduction had no relation to the investigations.

Most unusual effect of the bill would be the establishment of procedure among stations which never has been ordered in full even during the last war. In World War II some spot checking of what went on the air was made. News censorship in the broadcast industry then was voluntary. Recordings of some foreign language programs were required to be kept.

How HIGH is HIGH?

KTYL-TV is HIGH in Antenna Height . . . and HIGH in Sales Impact!

TOWERING HIGH IN THE SKY for a soaring distance of 1550 feet above average terrain (and a half mile above sea level) is KTYL-TV's antenna on South Mountains, a few miles from downtown Phoenix. From this lofty peak . . . *four times higher than any other Arizona station* . . . KTYL-TV delivers 63.2% coverage of the most fabulous, flourishing sales potential in the nation!

MEDIA BUYERS will raise an interested eyebrow at these significant comparisons: New York City's majestic Empire State Building is only 1250 feet high . . . Chicago's famed Wrigley Tower is only 398 feet high . . . and the familiar landmark — the "Top of the Mark" in San Francisco — is only 563 feet above sea level!

THE GREATER THE HEIGHT, the greater the coverage. The greater the coverage, the greater the sales. And, in free-spending Central Arizona, only KTYL-TV provides both! See your Avery-Knodel man today!

NBC and DuMont affiliate for Phoenix and Central Arizona . . .
Arizona's merchandise-minded "Showmanship" station that's first in everything that spells more sales!

NARTB ATTACKS BASEBALL BILL

AS NARTB attacked anew Senate legislation to permit baseball to reinstate its radio-TV restrictive rule 1 (d), two identical bills were introduced in the House last week.

The companion bills, referred to the House Interstate & Foreign Commerce Committee, were offered by Reps. A. S. Herlong Jr. (D-Fla.) (HR 5721) and Wilbur D. Mills (D-Ark.) (HR 5725).

The Senate bill (S 1396), authored by Sen. Edwin C. Johnson (D-Colo.), was approved unanimously by the Senate Interstate & Foreign Commerce Committee a fortnight ago [B•T, June 15].

NARTB uncorked a twin assault:

• On Thursday its combined boards of directors in a unanimous resolution condemned the Johnson bill and called upon Congress to defeat it. The action was taken during a three-day board meeting in Washington.

• The preceding Monday the board okayed a special NARTB bulletin issued to every radio and TV station in the country. This, too, directed its fire against the proposed law restricting radio-TV coverage of baseball.

The resolution, which summarized the earlier bulletin, was to be sent to every member of Congress.

NARTB Explains Rule

Rule 1 (d), as explained by NARTB, would prevent a team from authorizing the broadcast of its games over a station beyond its home territory (50-mile radius), and in the home territory of another baseball club, without the consent of the latter club.

NARTB's bulletin was accompanied by a letter from the group's president, Harold E. Fellows. Mr. Fellows warned that the bill would set a "dangerous precedent—it would put the Congressional stamp of approval for the first time on restrictive agreements denying to radio and television broadcasters the right to negotiate for broadcast rights for program material in an open, competitive market. . ." He said it would be "tragic" if the bill passed the Senate "without full recognition of its *total implications* [Mr. Fellow's italics] and without a strong protest being registered against its bad effects on the listening and viewing public, as well as on the industry."

Bill Called "Sleeper"

The bulletin explained that if any other types of radio and TV program matter regularly aired were substituted for the words, "professional baseball," in the bill, the danger would be "obvious." Also asserted: The bill is a "sleeper" because when stripped of its legislative "decoys, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television."

The bill would exempt rule 1 (d) from anti-trust laws, the specific effect which NARTB decried as "a radical and unnecessary" departure from anti-trust principles. The action would "deny broadcasters and the public the right to contest the legality of these restrictive agreements," NARTB declared. "The public suffers most" when such agreements are in effect, the association said.

For key portions of NARTB's statement, see FOR THE RECORD.

Asks Early Hearing

SEN. EDWIN C. JOHNSON (D-Colo.) last Thursday asked the Senate leadership to schedule his baseball bill for consideration as early as possible. Sen. Johnson's request was made on the Senate floor after Sen. Everett Dirksen (R-Ill.) had asked that the bill be held up. The Dirksen bid was made during a routine call of the Senate calendar (roll call on bills to be considered).

BASEBALL SUES TRINITY (KLIF, KLBS)

THE BROOKLYN DODGERS and the New York Yankees filed complaints last week with FCC against Trinity Broadcasting Corp. alleging that since opening of the 1953 baseball season Trinity stations KLIF Dallas and KLBS Houston have "without authorization or consent" broadcast "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

Gordon B. McLendon, executive director of Trinity and principal announcer of the alleged unauthorized re-creation of major league games, was formerly associated with Liberty Broadcasting System, the "fifth" radio network, which went bankrupt last year. A $12 million suit by the defunct Liberty Broadcasting System against all the major league clubs except the Dodgers, the Chicago White Sox and the Cincinnati Reds, charging restraint and monopoly on baseball broadcasts, is pending in U. S. District Court [B•T, May 18].

The complaints of the Dodgers and Yankees to FCC allege that the broadcast of the games by KLIF and KLBS are made in such a manner as to convey to the listening public the misleading impression that they are authorized by the major league clubs and are being made directly from the park in which the game is being played. This is said to be done by means of recorded crowd noises and simulated public address announcements.

The complaints ask the Commission to issue an order directing Trinity Broadcasting Corp. to show cause why a cease and desist order should not be issued to make KLIF and KLBS terminate the unauthorized broadcasting.

In the alternative, the complaints request an order to show cause why the licenses issued to Trinity to operate KLIF, KLBS and KELP El Paso should not be revoked.

Mr. McLendon recently testified before the Senate Commerce subcommittee in opposition to S 1936 which would permit the baseball clubs to reinstate former Rule 1 (d).

Asks Fewer Closed Sessions

HELP in fighting the "alarming" increase in the number of "secret" sessions by Congressional committees has been asked Sen. Spessard L. Holland (D-Fla.), by Sigma Delta Chi, journalism fraternity.

V. M. Newton Jr., chairman, Committee for Advancement of Freedom of Information, has written the Senator that one of every two committee meetings is held behind closed doors (executive sessions). When this is done, the public and the press (and radio, TV) are barred. He also warned that local and state governments were following this pattern set by Congress.

FTC AGAIN HITS ANTELL AD CLAIMS

July 21 hearing is set in Baltimore on soap and shampoo copy.

THE FEDERAL Trade Commission again is nipping at the heels of Charles D. Kasher and Leonard L. Rosen, principals in an FTC complaint and preliminary injunction issued last November in U. S. District Court in Baltimore restraining the two from certain "pitch" advertising claims on television about their NHA Complex vitamin compound [B•T, Jan. 19].

This time the FTC charges misleading and deceptive advertising on radio, television and newspapers on the merits of Charles Antell Formula #9, Charles Antell Shampoo and Hexachlorophene Soap. Named in the complaint are: Charles Antell Co. Inc., Baltimore, Mr. Kasher, its president, and Mr. Rosen, its vice president, secretary and board chairman, and of which Mr. Rosen's brother, Julius J. Rosen, also named is a respondent, is vice president and treasurer; TAA Inc., of New York and Baltimore, of which Mr. Kasher is an officer and Leonard Rosen is president and director.

The FTC, giving the respondents 20 days to file an answer, has scheduled a hearing July 21 in Baltimore before FTC Hearing Examiner John Lewis.

RTMA Throws Weight Against EPT Extension

RETROACTIVE relief from the excess profits tax for the radio-TV manufacturing industry was asked the House Ways & Means Committee in a statement filed last week by the Radio-Television Manufacturers Assn.

RTMA's position on EPT was similar to that voiced two weeks ago to the committee by the Television Broadcasters' TV Tax Committee's John B. Poole [B•T, June 15].

The RTMA statement was made at a time when the House GOP leadership was plotting to get a six months extension of the excess profit tax in the face of opposition from Chairman Daniel Reed (R-N.Y.) of the Ways & Means Committee. The six-month extension was requested by the Administration. The tax is due to expire at the end of the month.

RTMA President A. D. Plamondon Jr. outlined the burden imposed on the industry by the tax. He said the tax ought not to be extended but should be amended "to retroactively remedy its deficiencies as it applies to members of our industry."

Network Color Test

NETWORK testing on NBC-TV of the compatible color system of the National Television System Committee was approved by FCC Thursday. The Commission waived its TV rules to allow tests of the "non-standard" color signals during the regular broadcast day, but limited to sustaining programs. The authorization is effective immediately and runs until July 31. Besides testing feasibility of networking color TV under NTSC specifications, NBC-TV proposes to obtain the reaction of the non-technical viewing audience to reception on regular black-and-white receivers.

Positive Proof...

A necessary buy in
New England —

with more than a
million viewers

and a signal so
clear and strong . . .

125 newspapers
from Montauk Pt.,
L. I., to Springfield,
Massachusetts, carry
WNHC-TV program listings.

WNHC

TELEVISION

NEW HAVEN

REPRESENTED BY
THE KATZ AGENCY, INC.

New England's First Complete Broadcasting Service

REVAMP 'VOICE,' SENATORS URGE

Gist of special Senate committee report is that the Voice of America program is necessary but that many improvements are needed both in its organization and its operation.

THE RADIO arm of the U. S.—Voice of America—is necessary—"radio broadcasts are our sole information contact" with Communist dominated peoples. But Voice is sorely in need of a revamping.

This is what the Senate Committee on U. S. Overseas Information Programs thinks of VOA. Its report (S Rept 406) was released last week. Sen. Bourke A. Hickenlooper (R-Iowa) is chairman of the group which held hearings on the whole information program earlier in the year. The committee plans to probe further into the information programs.

Recommended by the committee:

• Reappraise the entire structure of VOA. The International Information Administrator should decide on the physical structure—New York or Washington. Reorganize the engineering section "from top to bottom . . . secure the best available assistance from the telecommunications industry."

The committee said: "The American electronic industry is anxious to further this effort of our Government, but it has never been invited to do so . . . [and] has been alienated because of the treatment it has received from the persons in the Voice in charge of engineering."

• Some foreign broadcasts could be limited but others strengthened.

TV Networks Urged

• Consider "feasibility of linking the Atlantic nations and much of the non-Communist world . . . in vast television networks." This could be "a reality in a comparatively short time." IIA hardly has recognized TV's potential uses.

• President Eisenhower is urged to take a personal hand in strengthening the entire information program.

• National commission should be set up drawing people from government, telecommunication industry, education and other groups to study the present organization and "the potentialities of the international use of all forms of telecommunications."

President Eisenhower already has recommended to Congress that VOA be placed under an independent U. S. Information Agency. Under that program, Voice policy would be "guided" by the Secretary of State but administratively the agency would be on its own, reporting to the President.

The committee warned of "entrenched incompetence" in the information agency with which the Administration "must do battle." It also said while it "is anxious that inefficiency and waste be eliminated from the broadcasting service, it has no desire to see this operation discontinued and crippled."

Two major tasks upcoming for the committee are to (1) examine the operation and effect of the program in the American Republics and (2) "test-check" action taken on the committee's recommendations, the report noted.

[A few days before the committee released its report, the State Dept. said much of local broadcasting time in Latin America previously occupied by VOA shortwave now is being used by IIA for locally-produced shows. Latin America, State Dept. added, still receives a VOA 30-minute world-wide program broadcast shortwave in English.

Associated Broadcasters Inc. is shortwaving Spanish-language programs on a private basis but with State Dept. and FCC approval (AT DEADLINE, June 1). If ABI had not taken over two frequencies left which VOA vacated, wavelengths could have been pre-empted by other nations.]

Other points discussed by the committee:

• In cost and personnel, the U. S. information program is second only to Russia which spends an estimated $1.4 billion a year for propaganda.

• Psychological Board, created to coordinate psychological policies of the U. S., "is not effectively discharging its functions."

• Deficiencies exist in the reception of shortwave signals overseas; engineering has been "inexpert and mediocre, and often inadequate."

• No overall continuing monitoring service exists in VOA.

• Policy should not be made by the Voice.

• RIAS (U. S. radio station in Berlin), which broadcasts with 300 kw and relays several VOA programs daily and originates 16 more hours, is "overstaffed" but performs "effectively."

Election Controls Bill Asks Radio-TV Listings

SEN. THOMAS C. HENNINGS Jr. (D-Mo.) has offered a bill (S 2081) to regulate primaries and political party conventions (federal candidates) and to revise upward the limit on campaign spending listing radio-TV time purchases.

Ceiling Raise Asked

Co-sponsors were Sens. Carl Hayden (D-Ariz.) and Robert C. Hendrickson (R-N. J.). Sen. Hennings proposed raising the ceiling on spending by national committees for all candidates from the current $3 million to $10 million. He said present day limitations are "totally unrealistic in the light of present-day costs, particularly in view of new campaign devices such as radio and television."

Each expenditure by political committees would have to be carefully listed. In case of purchasing radio or television time, stations used would be listed. Bill was referred to the Senate Rules and Administration Committee.

House Unit to Study 'Fair Play' for Witnesses

THREE-man subcommittee—Reps. Hugh Scott (R-Pa.), chairman; J. Edgar Chenoweth (R-Colo.) and Howard W. Smith (D-Va.)—were named by the House Rules Committee a fortnight ago to study ways of ensuring "fair play" for witnesses before congressional committees.

No Final Conclusion

Reps. Kenneth B. Keating (R-N. Y.), Jacob J. Javits (R-N. Y.) and George Meader (R-Mich.) appeared on behalf of such a probe. Rep. Keating noted that he had not yet reached a "final conclusion" on radio-TV coverage of hearing proceedings or House sessions. While he saw "wholesome" results of such coverage he said he recognized problems caused by microphones and cameras at committee sessions. He also noted that courts and judicial proceedings are free from radio-TV devices and asserted witnesses should have the right to object to their presence. Rep. Keating noted that the courts have ruled to this effect. Rep. Clarence Brown (R-Ohio) said he objected to televising hearings.

KXEL, WNOE Protest Two New AM Grants

PROTESTS against two new AM stations authorized by FCC within the past month have been filed with the Commission. They objected to grants at Columbus, Miss., and Ville Platte, La., both alleging interference.

KXEL Waterloo, Iowa, assigned 50 kw fulltime on 1540 kc, directional night, protested FCC's May 7 grant of 10 kw daytime on 1540 kc to J. W. Furr at Columbus. Mr. Furr is in the auto supply business.

WNOE New Orleans, operating on 1060 kc with 50 kw daytime and 5 kw nighttime, complained about FCC's grant of 250 w daytime on 1050 kc at Ville Platte to Ville Platte Broadcasting Co. Part owners in the new grantee include Vincent and Joseph Riehl and Roland Fink, all interested in KEUN Eunice, La., and Thomas and Paul De Clouet, part owners of KEUN and KLFY Lafayette, La.

Petitions in both cases requested hearings on the new station grants.

Senators Film, Tape Red Hearings for Home Folks

SOMETHING new has been added to the Senate scene—a subcommittee is making movies and tape recordings of hearings to be distributed on a loan basis. The subcommittee is Sen. William E. Jenner's (R-Ind.) group on Internal Security. Subject matter is its investigations of Communism.

Funds for Production

Work is done by the Senate-House Joint Recording Facility which makes radio recordings and television films for Senators and House members to send to their home districts. It was reported last week the facility probably would be paid for the work from subcommittee funds.

Word of unprecedented radio-movie-TV production by an official Senate group came from a subcommittee spokesman. Chairman Jenner verified the report, saying he had asked that films and tapes be made. Printed record of hearings is a "slow way to get the story over to the public," it was said.

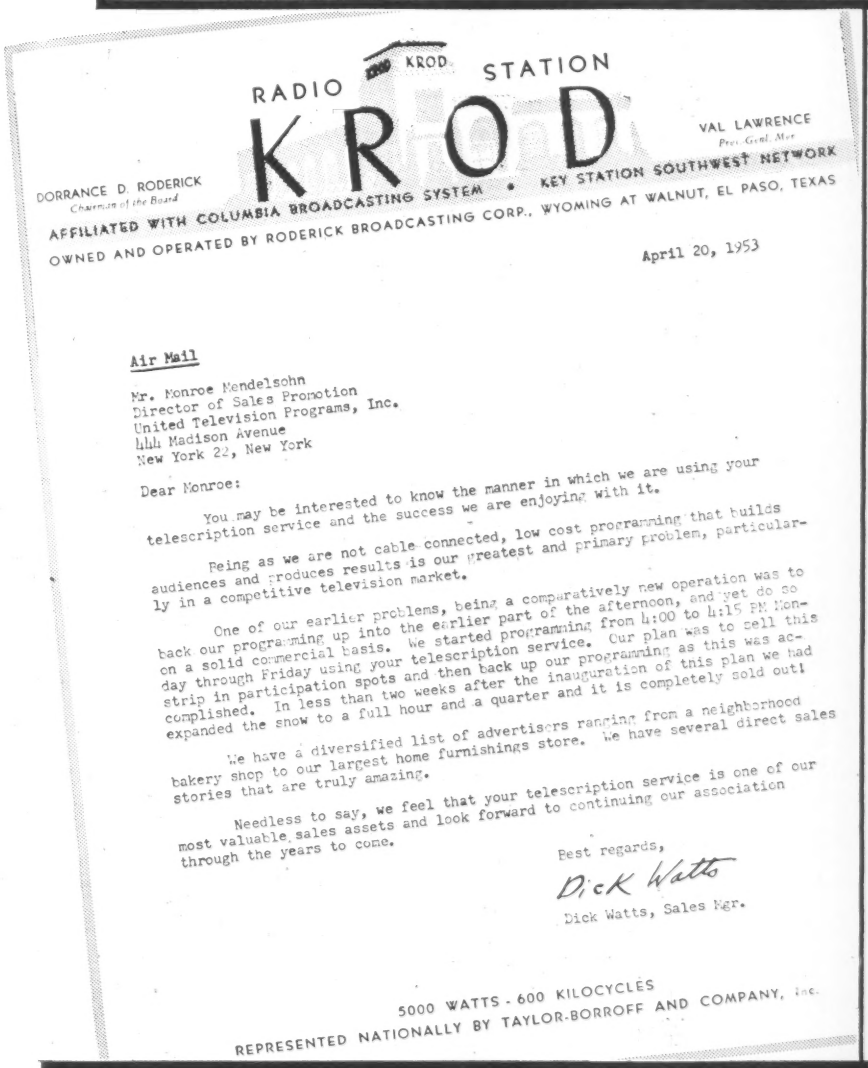
Plans for distribution are still incomplete but a subcommittee spokesman said "many requests" for films and tapes have been received.

TV newsreel firms provide films taken at the hearings to TV stations. But not all the hearings have been filmed. Usually the firms supply films on matters considered newsworthy. It was said the "official" camerman also respects witnesses' desires not to be photographed but tape recordings are made of all witnesses because an official shorthand reporter takes down entire proceedings anyhow.

The STUDIO TELESCRIPTION Library

"...one of our most valuable sales assets..."

says DICK WATTS, Sales Manager, KROD-TV, El Paso, Texas



RADIO KROD STATION

KROD

DORRANCE D. RODERICK
Chairman of the Board

VAL LAWRENCE
Pres.-Gen. Mgr.

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM • KEY STATION SOUTHWEST NETWORK
OWNED AND OPERATED BY RODERICK BROADCASTING CORP., WYOMING AT WALNUT, EL PASO, TEXAS

April 20, 1953

Air Mail

Mr. Monroe Mendelsohn
Director of Sales Promotion
United Television Programs, Inc.
444 Madison Avenue
New York 22, New York

Dear Monroe:

You may be interested to know the manner in which we are using your telescription service and the success we are enjoying with it.

Being as we are not cable connected, low cost programming that builds audiences and produces results is our greatest and primary problem, particularly in a competitive television market.

One of our earlier problems, being a comparatively new operation was to back our programming up into the earlier part of the afternoon, and yet do so on a solid commercial basis. We started programming from 4:00 to 4:15 PM Monday through Friday using your telescription service. Our plan was to sell this strip in participation spots and then back up our programming as this was accomplished. In less than two weeks after the inauguration of this plan we had expanded the show to a full hour and a quarter and it is completely sold out!

We have a diversified list of advertisers ranging from a neighborhood bakery shop to our largest home furnishings store. We have several direct sales stories that are truly amazing.

Needless to say, we feel that your telescription service is one of our most valuable sales assets and look forward to continuing our association through the years to come.

Best regards,

Dick Watts

Dick Watts, Sales Mgr.

5000 WATTS - 600 KILOCYCLES
REPRESENTED NATIONALLY BY TAYLOR-BORROFF AND COMPANY, Inc.

Today All Of These Alert TV Stations Use UTP Studio Telescriptions!

KGNC Amarillo, Texas	KDUB Lubbock, Texas
WFBG Altoona, Pa.	WMCT Memphis, Tenn.
WAGA Atlanta, Ga.	WTMJ Milwaukee, Wisc.
WLTV Atlanta, Ga.	WALA Mobile, Ala.
WSB Atlanta, Ga.	KFAZ Monroe, La.
WAFM Birmingham, Ala.	WOSH Oshkosh, Wisc.
WICC Bridgeport	WEEK Peoria, Ill.
KIDO Boise, Idaho	KTYL Phoenix, Ariz.
WNOK Columbia, S. C.	KCSJ Pueblo, Colo.
WCOS Columbia, S. C.	WNAO Raleigh, N. C.
WOC Davenport, Iowa	WSLA, Roanoke, Va.
KROD El Paso, Texas	WROV Roanoke, Va.
KMJ Fresno, Calif.	XETV San Diego, Calif.
KNBH Hollywood, Calif.	KRON San Francisco
KHJ Hollywood, Calif.	KLY Santa Barbara, Calif.
KONA Honolulu, Hawaii	WTVU Scranton, Pa.
KNUZ Houston, Texas	KELO Sioux Falls, S. D.
KPRC Houston, Texas	KTTS Springfield, Mo.
WJTV Jackson, Miss.	KHQ Spokane, Wash.
KSWO Lawton, Okla.	KSD St. Louis, Mo.
WJIM Lansing, Mich.	WSUN St. Petersburg
KFOR Lincoln, Neb.	KMO Tacoma, Wash.
KOLN Lincoln, Neb.	KCMC Texarkana, Texas
KRTV Little Rock, Ark.	KVOA Tucson, Ariz.
KTVE Longview, Texas	WIRK W. Palm Beach, Fla.
KLAC Los Angeles	KFDX Wichita Falls, Texas
KCBD Lubbock, Texas	KWFT Wichita Falls, Texas

The STUDIO TELESCRIPTION Library is the only music library that gives you all the top musical stars... all your favorite tunes, both old and new... and complete program and promotion service. And it's priced right! Write for details of this top money-maker and other UTP films today!

UNITED TELEVISION PROGRAMS INC.

NEW YORK	CHICAGO	HOLLYWOOD
444 Madison Ave. PL 3-4620	360 N. Michigan Ave. CE 6-0041	California Studios 650 N. Bronson Ave. HO 5-2195

XUM

The stockholders,
at
a recent meeting,
and in keeping with
their policy
of a company
wholly owned by
its own personnel,
have elected
Charles C. Coleman
(Southeastern Manager in Atlanta)
and
Philip Schloeder, Jr.
(Assistant Treasurer in New York)
as new stockholders
in
AVERY-KNODEL
INCORPORATED
NEW YORK CHICAGO ATLANTA
SAN FRANCISCO LOS ANGELES
DALLAS

NBC PONDERS DIVIDING AM-TV

Not all departments would be divorced. Radio affiliates plan fall meeting on their own and with network, as NBC reports it is stabilizing its TV affiliates.

PLANS for divorcing radio and television operations in some departments were under study at NBC last week [CLOSED CIRCUIT, June 15], with the sales department deemed most likely to be thus split.

An "informal" study of the question is being made, officials said, indicating at the same time that although sales and perhaps some other departments may be un-integrated, the separation policy is not expected to be applied throughout the company again.

Disclosure of this study was one of several developments at or affecting NBC during the week. Others included:

• Network officials said they planned a fall meeting with radio affiliates, while radio affiliates planned a late-July session among themselves—and reportedly were prepared to insist that NBC officialdom, headed by Brig. Gen. David Sarnoff, meet with them to go over radio plans and problems.

• Officials jubilantly reported that WHAM-TV Rochester, which they had considered the only affiliate still apt to switch to CBS-TV after the now-famous "crisis" session with TV affiliates a few weeks ago [B•T, June 1], has now said it will remain with NBC and has authorized preparation of renewal contracts.

Signs WVEC-TV Hampton

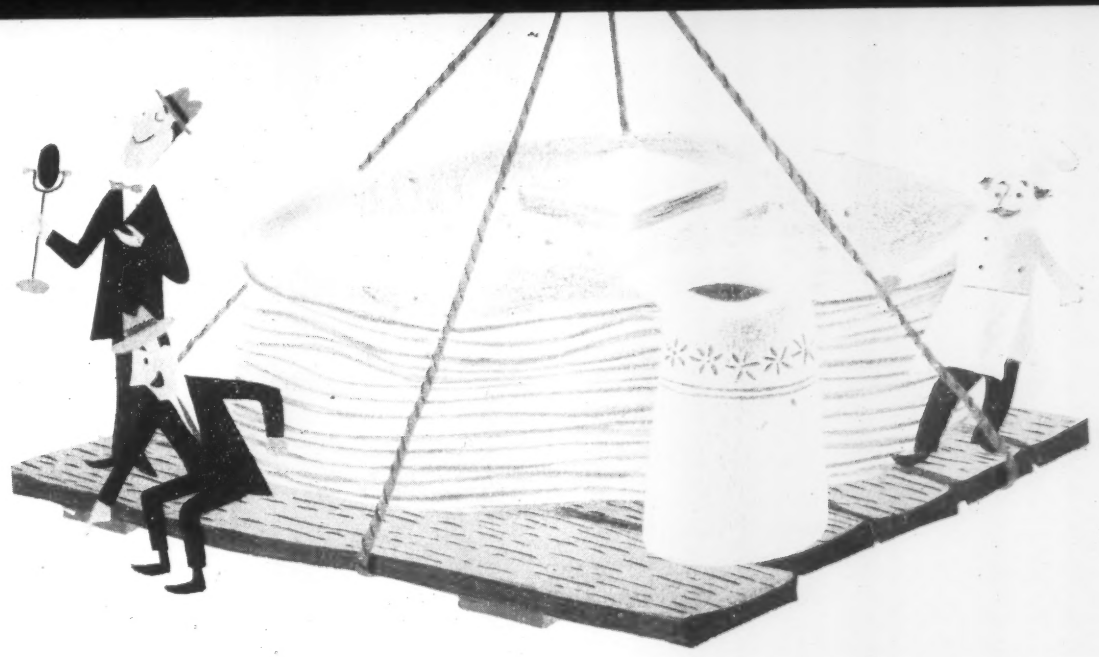
• NBC plugged the TV hole left by the only affiliate defection it suffered, signing uhf station WVEC-TV Hampton, Va., as its Norfolk-area affiliate in place of WTAR-TV Norfolk, which moves to CBS-TV in September. Successor to WTAR, which moves to CBS Radio after a 19-year association with NBC, remained to be selected.

• Concurrently with the WVEC-TV signing, a high-powered campaign was being devised to get Norfolk area set-owners to convert to uhf, with the goal set at 50,000 to 75,000 conversions within a month after the station's Sept. 1 target date for the start of full commercial operations.

• NBC President Frank White, who returned from his European vacation Tuesday, was back at his desk on Friday, and was planning, according to associates, to continue in the job—a decision which Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, told the TV affiliates would be entirely up to Mr. White and the state of his health upon his return from the vacation and rest.

On the subject of radio-TV divorcement, observers felt that, especially in sales, a return to the separation plan would do much to mollify radio affiliates who feel that under the present integrated setup, TV is getting emphasis out of proportion to that given radio.

A session with the radio affiliates—a cards-on-the-table meeting similar to the "crisis" sessions with TV affiliates—is being planned for the fall, probably in October or November according to present network thinking, though at least some affiliates want it in July. It is known that NBC is blueprinting plans for a buildup of its radio programming [CLOSED CIRCUIT, June 15], and these plans undoubtedly



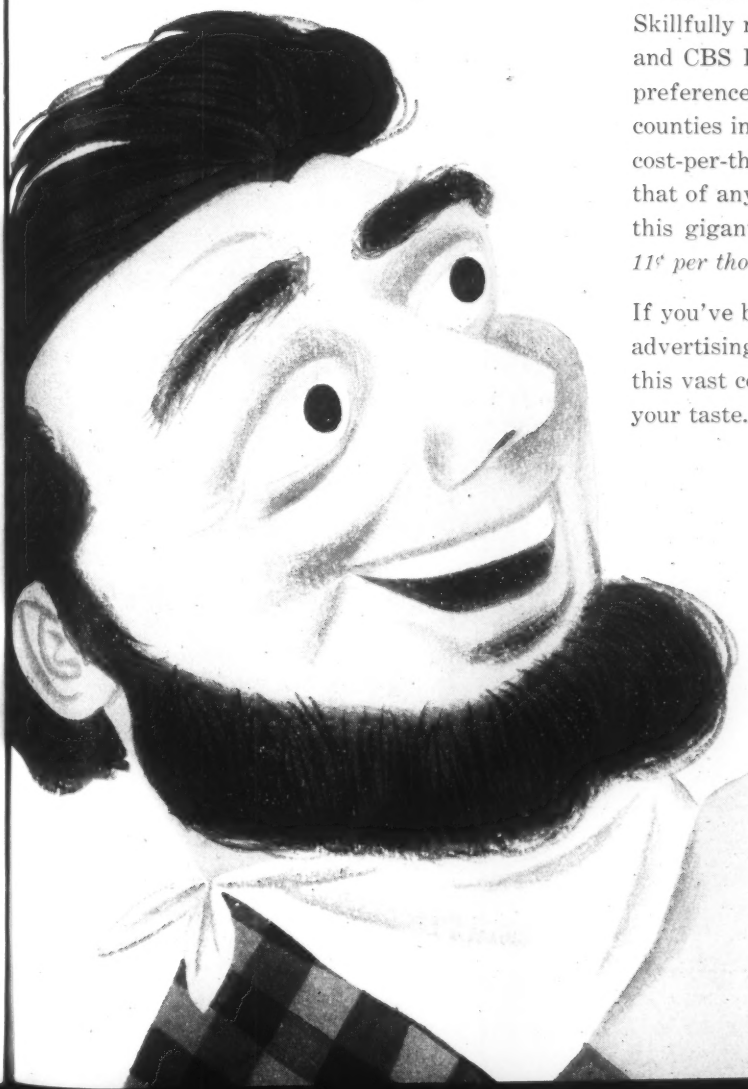
Big Dough!

Paul Bunyan, it's said, liked flapjacks for breakfast the year round. They made his dough in an oversized cement mixer, and cooked it on a 440-foot griddle.

Today most of the big dough in the Northwest is being made (and no foolin') by advertisers who use giant WCCO Radio, the Northwest's 50,000-watt selling machine. Skillfully mixing sales messages with topnotch local and CBS Radio shows, WCCO Radio creates a marked preference for its advertisers' products throughout 109 counties in four Northwest states.* What's more, WCCO's cost-per-thousand circulation is considerably lower than that of any other station the length and breadth of this gigantic area—*6¢ per thousand families daytime, 11¢ per thousand nighttime.*

If you've been pouring big dough into your Northwest advertising and are still on the griddle for sales results, this vast coverage and low cost should be right to your taste. For details call... **WCCO RADIO**

Minneapolis-St. Paul
Represented by CBS Radio Spot Sales



*Standard Audit and Measurement Services, 1952

How many pounds are sirloin steak?

☐ 250 lbs. ☐ 150 lbs. ☐ 50 lbs.

SIRLOIN on a plate comes as thick as you want it and as big as your appetite.

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this:

From a 1000 pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of "eatin' meat." But only 8% of this, or around 50 pounds, is sirloin.

That's why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

Did you know

. . . that about 40 different cuts come from a side of beef . . . that the more moderately priced meats, such as hamburger, have the same *complete*, high-quality protein as the fanciest steak . . . that it takes 4,000 different meat packing companies to supply the *60 million pounds of meat* that we eat every day?

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

would also be aired at such a meeting, whenever it may be held.

A committee of the AM affiliates is getting ready for a session of their own, now proposed for Chicago about July 25. This is the group formed during the NARTB convention in Los Angeles, headed by Robert D. Swezey of WDSU New Orleans [B•T, May 4]. The Chicago meeting presumably is designed, at least in part, to complete the organization of the AM group along the autonomus lines of the TV affiliates committee headed by Walter Damm of WTMJ-AM-TV Milwaukee [Mr. Damm also is a member of the Swezey committee]. NBC officials emphasized that the Chicago meeting has the network's "complete blessing."

A group of NBC affiliates attending the NARTB board meetings in Washington held an informal session Thursday night, with Mr. Swezey presiding. The affiliates would like to see some fast action at NBC, leading to a full-blown meeting with Gen. Sarnoff next month in Chicago, but it appeared the network could not be ready before autumn.

Radio sales apparently is the affiliates' main concern. They point out that NBC's evening commercial volume has dropped off, that CBS Radio is well out in front of NBC radio in gross billings, and they want to know what NBC plans to do. They want to hear more details on NBC's current program-strengthening plans and, as one affiliate put it, they would rather get these details and other information in the summer than in the fall. Hence the strong feeling evidenced by at least some key affiliates that Gen. Sarnoff and other NBC officials should meet with them in a frank dis-

* * *

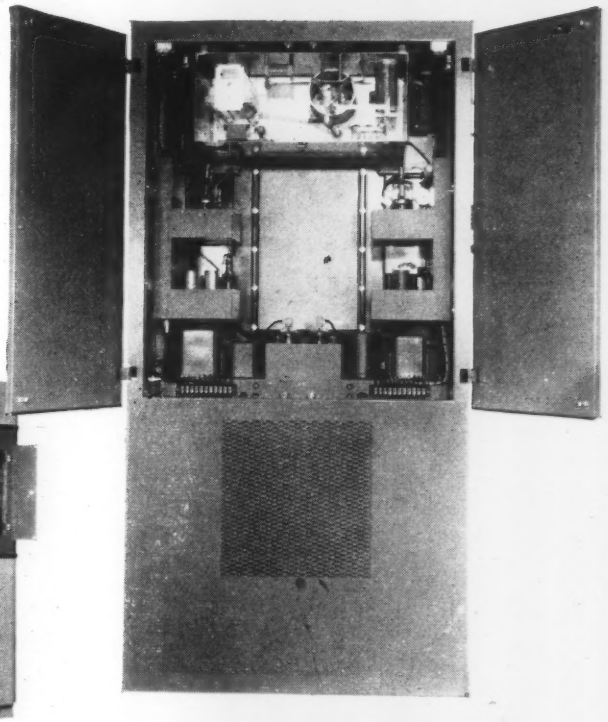
WVEC-TV Hampton becomes a primary affiliate of NBC as Thomas P. Chisman (l), president-general manager of the Peninsula Broadcasting Corp., signs the contract with Harry Bannister, NBC station relations vice president.

* * *

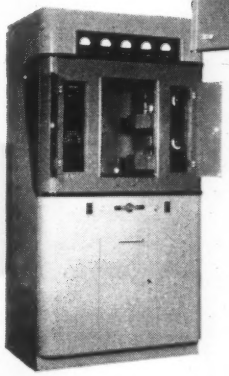
cussion of AM problems and plans, a la the TV affiliates meeting, in conjunction with the Chicago sessions.

Meanwhile, the signing of WVEC-TV (ubf Ch. 15) as NBC-TV's primary affiliate in the Norfolk area was announced jointly by Thomas P. Chisman, president and general manager of the Peninsula Broadcasting Corp., licensee, and Harry Bannister, vice president in charge of NBC station relations. Both network and station officials voiced confidence the station will be on the air with test pattern by Aug. 1 and will go into full commercial operation by

Collins 300J Transmitter Rear View



Collins 300J
Broadcast Transmitter



4 REASONS FOR RELIABILITY
IN THE COLLINS 250 WATT TRANSMITTER

Lost air time is expensive. The most economical transmitter for the long run is a quality transmitter with *built-in* reliability. Collins broadcast equipment has long been famous for reliability, and the 300J 250-watt transmitter lives up to this well-earned reputation. Best of all, you pay little more for this full size, modern 250-watt transmitter.

1 **NO LOST AIR-TIME BECAUSE OF CRYSTAL-OVEN DIFFICULTIES . . .**

A new and radically improved crystal, developed especially for Collins modern new transmitter line, has made crystal ovens obsolete! The crystals in the Collins 300J are so stable that constant-temperature operation is unnecessary! Warm-up drift is only 1 or 2 cycles.

2 **IMPROVED TUBE RELIABILITY . . .**

Long-lived 4-125A tetrodes are used in the modulator and power amplifier, and the entire transmitter contains only 7 tube types. This simplifies spare tube problems, increases transmitter efficiencies, and reduces both operating and replacement tube costs.

3 **MINIMUM LOST AIR TIME . . .**

After instantaneous carrier interruptions, the thermal time delay relay returns the 300J to the air in a fraction of a second. When longer carrier interruptions occur, the time delay equipment automatically selects the proper delay period, resulting in least possible lost air time.

4 **IT'S COLLINS ENGINEERED . . .**

Collins advanced engineering concepts have been tested and approved all over the world. The 300J represents this engineering superiority to the fullest. Complete details and descriptive literature on this full size, heavy duty 250-watt transmitter are yours for the asking. Write today.

FOR BROADCASTING EQUIPMENT QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., NEW YORK 36 · 1930 Hi-Line Dr., DALLAS 2 · 2700 W. Olive Ave., BURBANK · Dogwood Rd., Fountain City, KNOXVILLE

Wherever you go there's WGR Radio

You're going places—*everywhere*—when WGR carries your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area.

For example: Record audiences tune in daily . . . morning, afternoon and night . . . to WGR's "top three" disc spinners—John Lascelles, Billy Keaton and Bob Glacy.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, inc.

Sept. 1. It will use a General Electric 12-kw transmitter.

Peninsula Broadcasting also operates WVEC, a 250-w independent on 1490 kc. Whether the AM outlet also would take over the NBC affiliation was an undecided question, however. Network officials said "several" stations in the area were under consideration, but that a decision should be forthcoming soon.

CBS-TV, NBC Radio Air Korean War, Truce Shows

SPECIAL documentary programs centering around the Korean conflict were presented last week by NBC radio and CBS-TV in connection with the third anniversary of the war and the imminence of a truce.

CBS-TV's "Korea Is My Home" was scheduled for presentation yesterday (Sunday) from 6:30-7 p.m. EDT. Program, which pointed up the effects of the war on millions of Korea's inhabitants, consisted of new footage shot in all areas of the country during the past three weeks by CBS-TV Newsfilm cameramen William Hartigan and William Gross.

NBC Airs Korea Story

NBC broadcast "Three Years of Korea" on June 14, 8:30-9:30 p.m. EDT. It was described as "a tape-recorded history of the war," prepared by NBC commentator James Fleming, who edits historical recordings for RCA Victor.

The effect of the Korean war on people in America will be outlined in a CBS Radio documentary show, "38th Parallel—U.S.A.," which will be broadcast Friday, 9-10 p.m. EDT. Program will show how the war has affected the lives of Americans who live on the 38th parallel in the U.S., which crosses 12 states from Maryland to California.

KHSL-TV, KLAS-TV to CBS

KHSL-TV Chico, Calif., will join CBS-TV as the network's 119th affiliate, effective Aug. 15, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. KHSL-TV, which will operate on Ch. 12, is owned and operated by Golden Empire Broadcasting Co., with M. F. Woodling as general manager. KLAS-TV Las Vegas will join CBS-TV July 20. On vhf Ch. 8, it will be owned and operated by Las Vegas Television Inc., with Alex Struthers as station manager.

DuMont Host to RTES

DUMONT TV Network will play host to New York's Radio & Television Executives Society June 24 at DuMont's new Tele-Centre. Tour of the building and buffet luncheon are scheduled. Remodeling of the eight-story structure at 205 East 67th St. is nearing completion, with formal dedication tentatively set for late September or early October, Chris J. Witting, network's managing director, said Tuesday.

ABC to Cover Sugar Bowl

ABC radio and TV will cover the Sugar Bowl football game next New Year's Day, Robert E. Kintner, ABC president, announced last week. It will be the second time ABC-TV has covered the New Orleans classic and the 20th for ABC radio.

—C. R. Herrick, Director of Traffic, Packard Motor Car Co.

"We can't afford traffic jams at Packard!"

"An automobile plant is geared around its assembly lines. And they can be stopped for lack of a bolt!

"We simply cannot afford to let a traffic jam get started at Packard!

"When we face unforeseen delays on the part of our suppliers, we make extensive use of Air Express. Such shipments may range from 5 lbs. to more than a thousand.

"Recently, for instance, we needed a heavy shipment delivered overnight from the East Coast to meet a production crisis. The vendor was located in a non-airport city. We called Air Express — and the load was rolling into the plant gates at Detroit the next morning!

"Dependability like that is priceless. Yet in a good many weights and distances you actually save money by specifying the fastest service — Air Express.

"We handle several thousand pounds a month via Air Express, every shipment of which is important and must be on time. We give Air Express credit for valuable assistance in maintaining production of 1953 Packards and Packard Clippers from our assembly lines."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

LAST RITES HELD FOR LEWIS ALLEN WEISS

The broadcast industry pays final tribute to the former MBS board chairman who for a quarter century was one of the top executives in the field.

FINAL tribute was paid Thursday by broadcasters, advertisers and leaders in the political and governmental world to Lewis Allen Weiss, 60, for a quarter-century one of the top executives in the industry.

Funeral services for the West Coast executive were held at Church of the Recessional in Forest Lawn Memorial Park, Glendale, Calif. Mr. Weiss was found dead early Monday morning, victim of a self-inflicted bullet wound.

Mrs. Sue Weiss, his wife, who found the body, told police he had been suffering from high blood pressure and progressive muscular atrophy. Doctors had given him only six months to live.

Surviving, besides Mrs. Weiss, is a daughter, Patricia, wife of John Austin Armitage, career diplomat now with Voice of America in New York, and a grandchild, Lewis Leighton Armitage.

The career of Lewis Allen Weiss ranged through advertising and media enterprises to chairmanship of the board, MBS, followed by

government service in connection with the Korean campaign and national rearmament. In recent months he had been mentioned prominently for the FCC Chairmanship, which went to Rosel H. Hyde, and for the Commission term starting July 1.

Mr. Weiss held the post of MBS chairman of the board several years, retiring after assumption of MBS control by General Teleradio and the General Tire interests.

After leaving MBS he served 14 months as assistant administrator of National Production Authority and director of the Office of Civilian Requirements. He resigned in March 1952, taking a lengthy tour of European nations.

Born in Chicago May 8, 1893, Mr. Weiss attended grammar and night school before entering the Class of 1914, Chicago-Kent College of Law.

In World War I he joined the U. S. Cavalry, becoming a captain in the 4th Cavalry and eventually commanding the widely known "Black Horse Troop." In 1922 he married the former Sue C. Stephenson.

His early business career included every phase of advertising, merchandising and marketing, as both buyer and seller. For several years he was with Hearst newspapers on the West Coast. He took an advanced course in economics at U. of Southern California in 1926-29.

While serving in an executive role at the Mayers Co., Los Angeles agency, he caught the attention of Don Lee network and in 1930 joined that organization. He resigned in 1932 to join WJR Detroit as business manager and assistant general manager, returning to Don Lee Jan. 1, 1937, as general manager. About that time Don Lee network became the Pacific Coast affiliate of MBS, switching from CBS and fed service to five other California stations.

In his tenure at Don Lee, the radio operation became an important and profitable enterprise instead of merely an adjunct of a large automobile business. Among firsts credited to Mr. Weiss were sale and production of the first commercial network program originated on the West Coast for CBS, which at the time had only a single east-west line.

Fond of golf, Mr. Weiss played frequently. In 1934 he won the BROADCASTING magazine trophy at the Cincinnati NAB golf tournament. His favorite indoor hobby was woodworking.

Among his official connections were: President and director, California Broadcasters Inc.; president, T. S. Lee Enterprises; director, Organic Chemicals; member, Los Angeles Airport Commission; director, vice president, Los Angeles Chamber of Commerce; member, Hollywood Chamber of Commerce, and others.

Radio's GROWING

The average American spends more time with Radio than with newspapers, magazines and television combined.

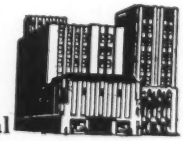
And in WGN's Nielsen Coverage Area, more than 2,199,000 radio homes tune in WGN one or more times a week—during the daytime—a great audience for your advertising messages.

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

June 20, 1953

TO the PRESS and RADIO:

Subject: "STINTING ON THE FEED"

"You don't make milk by stinting on the feed."

Thus simply, Secretary of Commerce Weeks stated in a recent address a profound business truth which is frequently overlooked.

"If the regulated industries are to render their full services to the nation," the Secretary said, "it is my judgment that the regulatory bodies must allow earnings adequate to attract and support the equity capital they can use effectively for economies, improvement and growth." And he observed further that "the courage and inventiveness that risks great sums for improvements and economies in the future does not naturally emerge from men who have not the credit to raise the money nor the assurance that they would be allowed a return on it when their dreams come true."

That has been the situation of the railroads. Earning a return on their investment which over the years has averaged less than 4 per cent, the railroads have not found it possible to attract the equity capital they could "use effectively for economies, improvement and growth."

Nevertheless, by drawing heavily on their reserves and by sharply increasing their obligations for the purchase of equipment on the installment plan, the railroads have put into service since the end of World War II more than 500,000 freight cars and almost 18,000 new diesel-electric locomotive units. For these and other improvements they have spent more than a billion dollars a year.

Such improvements mean not only better service to the public but also more efficient railroad operation, with costs and rates lower than would otherwise have been necessary. And as research opens up other possibilities, there will be other opportunities for railroads to make improvements which will mean still better service at the lowest possible cost.

To take advantage of these opportunities, the railroads will need not only "the courage and inventiveness that risks great sums for improvements and economies in the future," as Secretary Weeks said, but also the cash and the credit which, in the long run, can come only from "not stinting on the feed."

Sincerely yours,

William T. Faricy

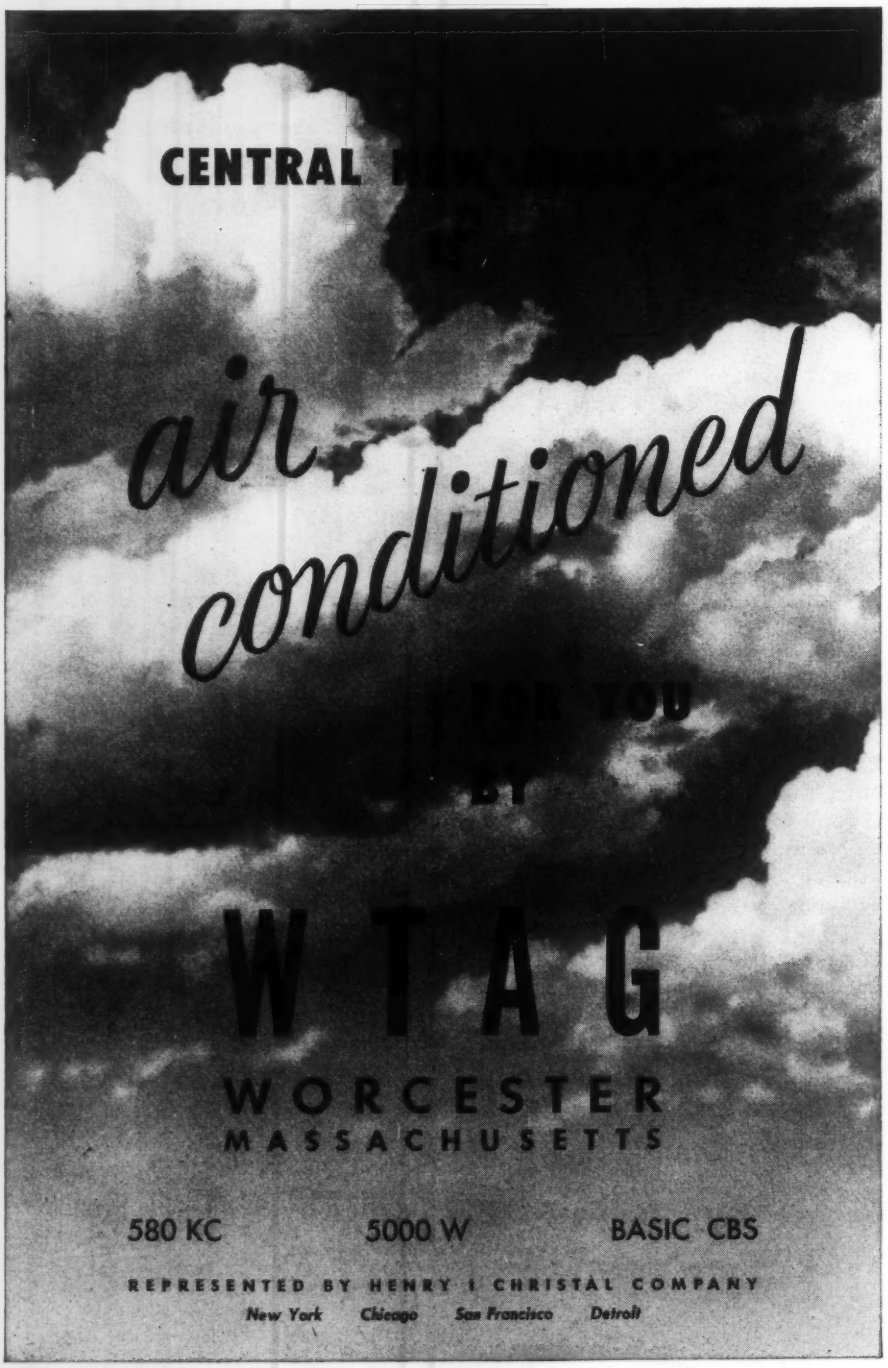
ABC-TV Signs Seven; Affiliates Total 124

SIGNING of seven new stations as affiliates of ABC-TV, bringing the network's total to 124, was announced last week by Alfred R. Beckman, national director of the station relations department. The seven are:

WTVF (TV) Elmira, N. Y. (Ch. 24), owned by Elmira Television with Thompson K. Cassel as general manager, affiliation effective last Monday; KCMC-TV Texarkana, Tex. (Ch. 6), owned by KCMC Inc. with Frank O. Myers as general manager, starting about July 1; KEDD-TV Wichita (Ch. 16), owned by KEDD Inc. with Ben Baylor as general manager, also effective about July 1; KANG-TV Waco (Ch. 34), owned by Central Texas Television Co. with Clyde L. Weatherby as general manager, effective about July 15; KLAS-TV Las Vegas (Ch. 8), owned by Las Vegas Television Inc. with Alex Struthers as manager, also starting about July 15; WNAO-TV Raleigh (Ch. 28), owned by Sir Walter Television Co. with Charles Stone as general manager, effective about Aug. 1; KNOE-TV Monroe, La. (Ch. 8), owned by James A. Noe with Paul H. Goldman as general manager, effective about Aug. 2.

NBC Renews Miss Truman

RENEWAL of Margaret Truman's contract with NBC for a third year, calling for nine guest appearances on both radio and television during the 1953-54 season, was announced last week by Charles C. Barry, vice president in charge of programs.



RCA SHIPS VHF HIGH-POWER GEAR

RCA VICTOR Div.'s Engineering Products Dept. said last week that stations operating in vhf channels 2 to 13 are getting deliveries of new high power vhf superturnstile TV antennas which have 50-kw input ratings.

A. R. Hopkins, manager of RCA Victor's Broadcast Marketing Div., said the antennas radiate in all directions providing power gains up to 12 and effective radiated powers up to 600 kw "or well beyond the 316 kw maximum set by FCC." Antennas can be "stacked" for community TV operation or "may be tower or pedestal mounted," RCA said in its release.

The company said the series of superturnstile antenna with technical and design data, mechanical and electrical specifications and features are in its catalog (B 739) and that a brochure provides complete information on vhf superturnstile antenna gains. The data can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

RCA, GE Report TV Equipment Shipped to Uhf, Vhf Outlets

RCA VICTOR last week announced shipment of its first new air-cooled 25 kw vhf transmitters. RCA says they are the most powerful TV transmitters it has manufactured.

The new units were shipped to WAVE-TV Louisville, vhf Ch. 5, and WTMJ-TV Milwaukee, vhf Ch. 3.

Each of the stations, both pre-thaw outlets, will install high-gain antennas to boost the ERP to 100 kw—low-band vhf maximum power allowed by FCC.

The 25 kw transmitter is nearly 30 feet long, seven feet high and about three feet deep. It weighs more than five tons, and uses air-cooled tubes and transformers.

RCA expects to make first delivery of 50 kw vhf and uhf transmitters next year.

RCA shipped a 1 kw uhf transmitter last week to WATR-TV Waterbury, Conn. The station is on Ch. 53 and will have an ERP of about 25 kw visual.

General Electric Co. has shipped a 12 kw uhf transmitter to WEEK-TV Peoria, Ill., operating since February with a GE 100 w transmitter.

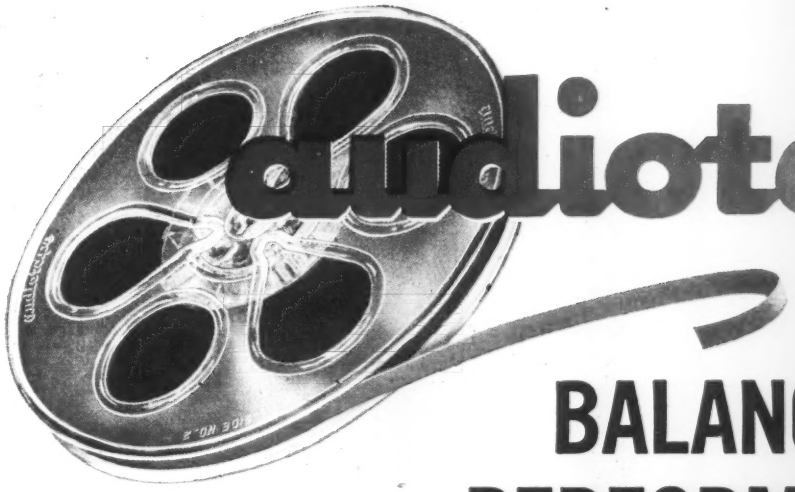
GE also sent an antenna to WOSH-TV Oshkosh, Wis., which has a GE 100 w transmitter shipped in April. The station, on uhf Ch. 48, plans a June 27 starting date.

Vhf Transmitter Record Claimed by DuMont Labs

TRANSMITTER Div. of Allen B. DuMont Labs claimed last week to have supplied the transmitters (5 kw and up) for more post-freeze vhf stations than any other manufacturer.

In a giant telegram-like promotion piece, National Sales Manager J. B. Tharpe said "DuMont out-sells and out-delivers all other vhf TV manufacturers," and has "more on-schedule deliveries."

Referring to transmitters of 5 kw and larger, he said 12 DuMont vhf stations have started since the freeze, compared to seven for "manufacturer A" and four for "Manufacturer B", and that a score of new stations are preparing for "quick starts with DuMont."



audiotape

TRADE MARK

BALANCED PERFORMANCE

gives you highest overall sound recording quality

...at no extra cost

audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in *your* recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result – with no compromise on quality anywhere along the line.

Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at *no increase in price.*

Here are some of Audiotape's extra-value features:

More Uniform Frequency Response – Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

Low Noise Level – Extremely uniform dispersion of magnetic particles results in exceptionally low noise level – completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion – Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Maximum Uniformity – All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±¼ db or better – and a reel-to-reel variation of less than ±½ db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability – Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios – played back perfectly on any machine.

Highest Coating Adhesion – keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

Guaranteed Splice-Free – Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

Low-Tension Reel Design – with 2¾" hub now standard for all 1200 foot, 7" reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

COMPARE AUDIOTAPE in an end-to-end run with any other sound recording tape available. Compare the *prices,* too. You'll find that Audiotape speaks for itself – in *performance* and in *cost!*

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MAXIMUM Market . . .

More than a million and a quarter people . . . 396,100 families . . . with nearly 2 billion dollars ($1,848,622,000) to spend ★

MAXIMUM Value . . .

Every sales message reaches the largest possible potential audience —

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FIRST MAXIMUM POWER TV STATION

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A Meredith Station represented by Blair TV, Inc.

BASIC NBC-TV and DUMONT AFFILIATE

★ 1953 Sales Management Survey of Buying Power

NOTE: Additional market information is included in WOW-TV's new "Market Data and Factbook". Write WOW-TV, Omaha, for your *FREE* Copy.

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STOPWATCH

Filmmeter
Model #106F

Special
Professional Price

$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

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Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

Award Winner DuMont Outlines 3-D TV Field

CURRENT developments in three-dimensional television and in color TV were outlined by Dr. Allen B. DuMont, president of Allen B. DuMont Labs and DuMont TV Network, in a talk prepared for delivery June 12 before the annual awards dinner of the New York State Society of Professional Engineers.

Dr. DuMont was presented with the society's annual achievement award in recognition of his "outstanding contributions to the improvement of communications among the peoples of the free world by his achievements as the pioneer of television."

Noting that in May 1950 the Atomic Energy Commission announced that a stereo or three-dimensional TV system had been developed through the cooperation of DuMont Labs., Dr. DuMont said his company has not been "satisfied to leave 3-D TV purely in the realm of atomic research." He added that his research men have continued to work with the system and plan to demonstrate publicly in the fall a compatible three-dimensional system.

Dr. DuMont again emphasized that it is his opinion that color TV will not be an important factor in broadcasting for several years to come.

Acknowledging that the tests have "brought gratifying results," Dr. DuMont said the work up to now has been experimental.

RCA Plans New Plant

RCA has announced purchase of ground to construct a plant at Findlay, Ohio, for manufacture of electronic component parts for radio and TV home receivers.

Plans are for a modern, one-story structure with approximately 150,000 sq. ft. of floor space, according to Richard T. Orth, vice president in charge of the RCA Tube Dept., which will operate the plant. Ground-breaking is scheduled late this summer.

Vacuum Transistors

CBS-HYTRON, tube-manufacturing subsidiary of CBS, is starting production of junction transistors sealed in vacuum, further improvement on original hermetic sealing process announced less than two months ago, Bruce A. Coffin, president, has announced. The new method, it was claimed, achieves the "final solution" of keeping transistors sealed against moisture, essential for dependable operation of hearing aids in which junction transistors are commonly used.

Cathode Ray Orders

INCREASE of 19% in orders booked for cathode-ray tube instruments by the Instrument Division of Allen B. DuMont Labs. for the first four periods of the company's fiscal year (Dec. 29, 1952-April 19, 1953) over the comparable periods last year has been announced by Emil G. Nichols, technical manager.

New Zenith Line

ZENITH Radio Corp., Chicago, has announced introduction of 1954 line of radio-television-phonograph sets, including 48 new TV models. Automatic, one-knob turret tuning for vhf and —when uhf tuner strips are added—uhf provided in each TV receiver.

Heavy-duty cables undergoing cyclic-load testing at Anaconda Wire & Cable Company's Research Laboratory, Hastings-on-Hudson, New York. At left is a partial view of the giant tensile testing machine, over 3 stories high, which is capable of testing long samples at loads up to 200,000 pounds.

here's where Anaconda plays "BEAT THE *Clock*"

Years are compressed into minutes in the Cyclic Aging Laboratory of Anaconda's subsidiary, Anaconda Wire & Cable Company, at Hastings-on-Hudson, N. Y. Here, through rigorous 24-hour testing cycles simulating actual conditions but decidedly more severe, high-voltage insulated cable is tested for long life, stability, and other desirable characteristics.

By such tests, Anaconda beats not only the clock, but the calendar. Vital engineering data, essential in the evaluation of cable design, which would ordinarily take from 20 to 50 years of in-use operation to acquire, is now available in a year or two, or less.

This research geared to the future is no isolated "for instance." Rather is it typical of Anaconda's continuing policy of planning for tomorrow . . . a policy unmistakably expressed in Anaconda's company-wide program of expansion and improvement now being carried on at mines, mills and fabricating plants. This multi-million-dollar program is based on the premise that as the nation's need for metals and metal products continues to expand, so should Anaconda's ability to produce them.

53273-A

ANACONDA

COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
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Anaconda Sales Company
International Smelting and Refining Company

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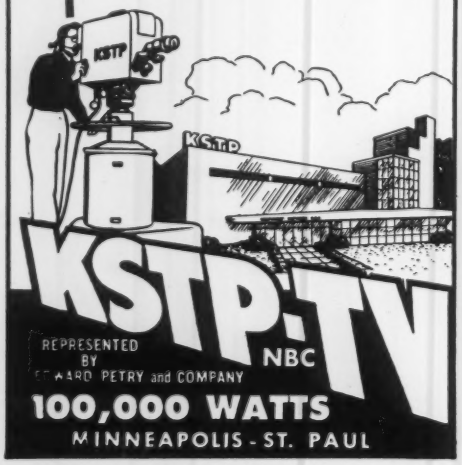

Ampex Unveils New Tape Recorder

NEW tape recorder featuring sloped operating panels and easy servicing has been announced by Ampex Electric Corp. The machine, Ampex Model 350, has both tape transport and control sections at a 30-degree angle.

All tape motion and record controls are push button operated, which Ampex says allows full remote control of those functions. Operative units all are in the top portion of the console.

AMPEX Model 350, new tape recorder developed by Ampex Electric Corp., features 30-degree slope on both tape transport and control sections. Machine is designed for easy servicing.

Servicing features: The top plate is pivoted at the balanc For routine checks the tape transport can be secured in the vertical position, even while the machine is running. Both top and bottom of the electronic unit can be serviced while in operation by sliding the unit from the cabinet on special runners.

Sheraton, RCA Exhibit Closed Circuit Hotel TV

PREMIERE demonstration of closed circuit television by hotels for business and sales meetings and guest service was conducted Wednesday by the Sheraton Corp. and RCA at the Park Sheraton Hotel in New York.

Ernest Henderson, president of the Sheraton Corp., said next fall the hotel chain was planning to install a closed circuit system that would connect its 30 hotels in 24 cities.

Folsom Recuperating

FRANK FOLSOM, president of RCA, was reported recuperating satisfactorily after what was described as a minor operation in a New York hospital, and was slated to return to his home shortly. The nature of the operation was not disclosed beyond the statement that it was a "minor" one.

Orrin Dunlap Sr. Dies

FUNERAL services for Orrin E. Dunlap, 92, father of Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity, were held last Tuesday at Niagara Falls, N. Y. One of the best known newspapermen in the Niagara Falls area, where he was the *New York Times* correspondent for 70 years, Mr. Dunlap died June 14.

On the Record

ROUNDTABLE by recorder—that's the newest procedure developed by Webster-Chicago Corp. Five sales executives of the firm hold monthly sales meetings simultaneously in 14 different cities by using a portable tape recorder. A committee puts on a "Merchandising Round Table" in the Chicago offices and the session is recorded on tape, copied and sent to regional representatives who play it on a specified day—sometimes later for Webcor distributors.

RCA, Columbia, DuMont See Good Sales for TV Sets

BRIGHT prospects for the sale of television receivers during the second half of 1953 were expressed by RCA and CBS-Columbia at their respective distributors meetings in New York last week.

David H. Cogan, CBS-Columbia president, predicted a 50% rise in business for the 12 months beginning July 1 and said the company is planning an expansion move to meet sales increases. He pointed out that sales for the first five months of 1953 were 115% greater than for the comparable period of 1952.

Henry G. Baker, vice president in charge of Victor's home instrument department, said he expected RCA set sales in the six months to remain "at the high level maintained during the first half." He said a factor in continued high sales will be the addition of three table TV sets to the RCA line.

Allen B. DuMont Labs showed its new series of 16 television receivers to distributors in the New York area Wednesday. At the showing J. Calvin Affleck, receiver division advertising and sales promotion manager, said the company planned a comprehensive advertising campaign keyed to the theme, "DuMont Television Invites Complete Comparison of All Features." Continuing high volume of sales has been forecast by several DuMont officials.

MM&M Expands Holdings

AMERICAN Lava Corp., Chattanooga, Tenn., will become a wholly-owned subsidiary of Minnesota Mining & Mfg. Co., St. Paul, under a $5 million stock transfer announced recently.

Acquisition of American Lava, maker of electrical insulating materials, was negotiated in a move designed to broaden MM&M's participation in the electronics field, according to Herbert O. Beutow, MM&M president. The work of the subsidiary will dovetail with Minnesota Mining's sound recording tape and other divisions. Robert L. Westbeem, tape division general manager, will serve as liaison.

American Lava, founded in 1902, produces more than 40,000 types of insulating material, most of which are used in the manufacture of radio and television components and sold under the name "AlSiMag."

3 New RCA TV Sets

THREE NEW RCA Victor table model TV receivers were announced last Monday by Henry G. Baker, vice president in charge of the company's Home Instrument Dept. One 17-inch set carries a suggested list price of $179.95, and two 21-inch sets are priced at $229.95 and $239.95.

Bringing Television to America's Communities

. . . is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.

MEMBERS OF THE BLAW-KNOX "FAMILY" AND SOME OF THEIR PRODUCTS

Blaw-Knox Equipment Division
Blawnox, Pa.
- Concrete Road Paving Machinery
- Clamshell Buckets
- Contractors Equipment
- Gas Cleaning Equipment
- Open Steel Flooring
- Radio, TV and Transmission Towers
- Steel Forms for Concrete Construction
- Chemical and Process Equipment
- Water Cooled Equipment for High Temperature Furnaces

Buflovak Equipment Division
Buffalo 11, New York and Mora, Minn.
- Machinery for the Chemical and Food Processing Industries
- Specialized Machinery for the Dairy Industry

Chemical Plants Division
Pittsburgh 30, Pa.
- Complete Chemical, Petrochemical, Industrial and Petroleum Plants

Foote Construction Equipment Division
Numda, New York
- Black Top Road Pavers
- Concrete Road Pavers

Lewis Machinery Division
Groveton, Pa.
- Rolling Mills and Auxiliary Machinery for Rolling Ferrous and Non-Ferrous Metals

National Alloy Division
Blawnox, Pa.
- Alloy Steel Castings for Extreme Temperatures, Abrasion and Corrosion Resistance

Power Piping and Sprinkler Division
Pittsburgh 33, Pa.
- Prefabricated Piping Systems for High Pressures and Temperatures. Pipe Hangers
- Automatic Sprinkler Systems for Fire Protection

Rolls Division
(Pittsburgh and Lewis Rolls)
Pittsburgh 1, Pa.
- Rolls for Steel and Non-Ferrous Rolling Mills

Union Steel Castings Division
Pittsburgh 1, Pa.
- Heavy Steel Castings

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BRANCH OFFICES:

Birmingham 3, Alabama
Chicago 3, Illinois
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San Francisco 5, California
Washington 5, D. C.
Tulsa 1, Oklahoma
Export—New York 17, New York

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BLAW-KNOX
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FARMERS BANK BUILDING
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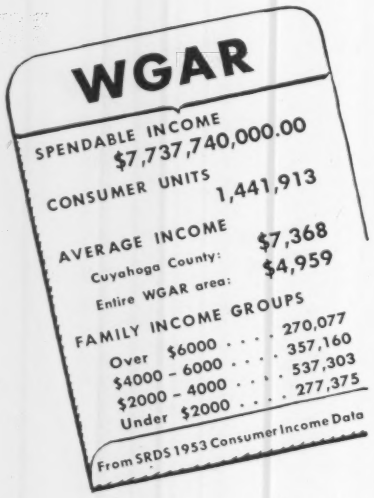
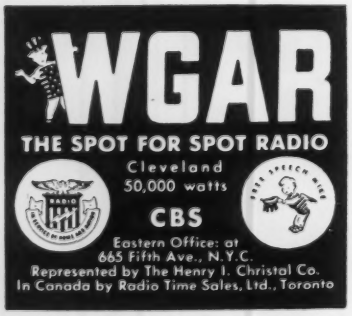
XUM

1,721,845 on the job in the area served by the 50,000-watt voice of



THE BEST LOCATION IN THE NATION has MORE PEOPLE (4,517,000 persons) in MORE JOBS (Employment 1,721,845) with MORE MONEY (7½ billion!)

WGAR reaches MORE listeners MORE effectively MORE often !



PETRILLO WARNS NETWORKS ON AFTRA

AFM-AFTRA jurisdictional fight over musicians who double as singers or m.c.s gets going as AFM's Petrillo warns TV networks he will not tolerate AFTRA infringement.

AFM President James C. Petrillo last Tuesday notified ABC-TV, CBS-TV and NBC-TV he would not tolerate AFTRA infringements on his union's domain.

His action is a further step in the battle between American Federation of Musicians and American Federation of TV-Radio Artists over jurisdiction of musicians who double as singers and m.c.s on TV shows. [B•T, June 15].

With the AFTRA Hollywood local holding to its policy that all singers and m.c.s must belong to that union, AFM sent out word last week to all musicians who double on TV shows that they are not under any circumstances to join the TV-Radio performers union.

AFM Local 47 also instructed Dude Martin of *Dude Martin Show* on KTTV (TV), Cliffie Stone of *Hometown Jamboree* on KLAC-TV, Tex Williams of *Tex Williams Show* on KNBH (TV) and Jimmy Wakely who recently had his own KNXT (TV) program, to turn in their AFTRA memberships. They all double on their respective TV shows.

Alvino Rey, m.c. of his own KNBH (TV) show was cautioned by AFM not to join AFTRA. Harry Owens and Spade Cooley previously were instructed to drop their AFTRA memberships and Lawrence Welk was told by AFM to bypass that union.

Despite the forced resignations, and others expected to follow, Claude McCue, Hollywood AFTRA executive secretary, said his union would continue to refuse them. Having paid their AFTRA dues, they are considered members in good standing, he stated.

Mr. McCue reiterated that AFTRA is only following a contractual policy which prohibits members from working with non-members. Any violation of that policy, he cautioned, will result in AFTRA members being pulled from the TV show involved.

In apprising the networks of the Hollywood controversy, Mr. Petrillo said it is not new for musicians also to sing or emcee. He termed AFTRA's action "an infringement of our jurisdiction" and charged the TV-radio performers union with trying to "intimidate our people" and warned that "this practice has to stop."

Although Mr. Petrillo did not indicate what action AFM would take if AFTRA continues its current campaign to sign musicians who sing or emcee on radio or TV shows, an AFM Local 47 executive intimated it would be "most drastic."

Besides ordering those who have AFTRA cards to turn them back, Mr. Petrillo has instructed other AFM members not to join the TV-radio performers union.

AFTRA Admits Veep

FORMER Vice President Alben W. Barkley, star of *Meet the Veep* programs on NBC radio and television, was presented an honorary membership—said to be the second of its kind—in the American Federation of Television and Radio Artists. Only other person said to have received an honorary membership card from AFTRA was former Treasury Sec. Henry W. Morgenthau Jr., who was cited for his wartime work with USO entertainers.

SAG Defines Terms Of Commercials Pact

SCREEN Actors Guild has bulletined members with additional details of its agreement with producers and advertising agencies on filmed TV commercials covering dealer and seasonal spots.

Dealer commercials are now defined as those made for a manufacturer or distributor for telecasting as a spot or Class B or C program commercial on local non-interconnected stations, on station time bought by dealers. For such dealer spots, the following payments apply: All players except group singers, for one year period, on camera, $575, off camera, $295; for six-month period, on camera, $295, off camera, $155; Group singers, one-year period, two to four voices, $170 per singer, over four voices, $135 each; six-month-period, two to four voices, $90, over four voices, $75 each.

For seasonal commercials, the maximum overall period of permissible use is extended to 39 months. SAG also waived all rights to added compensation for use and repeated telecasts of film messages produced for the U. S. armed forces, State Dept. and other government agencies.

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Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.
Price $135.00. For immediate delivery.
GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

SUITCASE ROCK

U. S. Oilmen Drilled 17,714 Dry Holes in 1952—Yet found More Oil Than the Nation Used

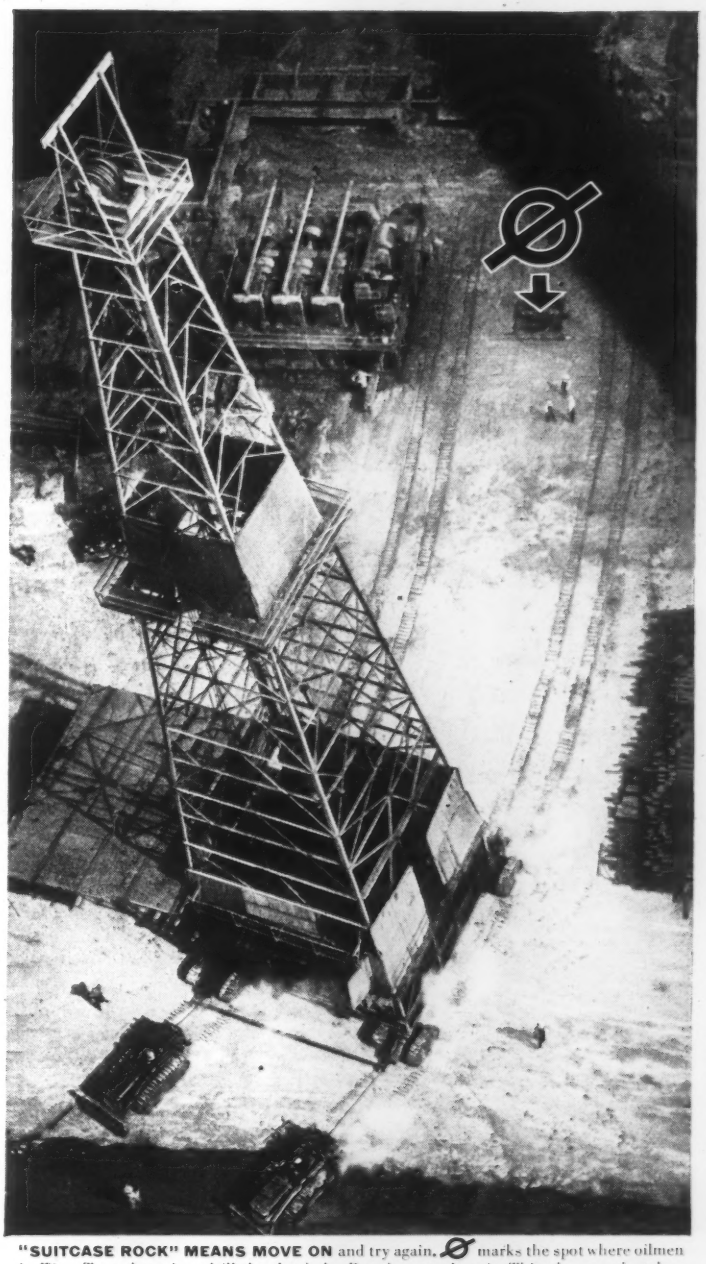
Oilmen call it "suitcase rock," because when they hit it they know there's no chance of finding oil with this well. They have drilled a dry hole and might as well pack up and move on.

Last year, during the greatest oil search in history, oilmen spent huge sums in drilling 17,714 dry holes. Yet, by expanding known fields and exploring entirely new areas, they found more oil in the U.S. than the nation used.

To find this amount of oil involves risks unparalleled in any other business. Can you imagine a businessman who has to build *nine* factories before he gets *one* that produces goods? Of course not. But that's what the men who drill for oil must do because the odds against bringing in a successful oil well in a promising but unproven area are 8 to 1—*eight costly dry holes for every single producer.*

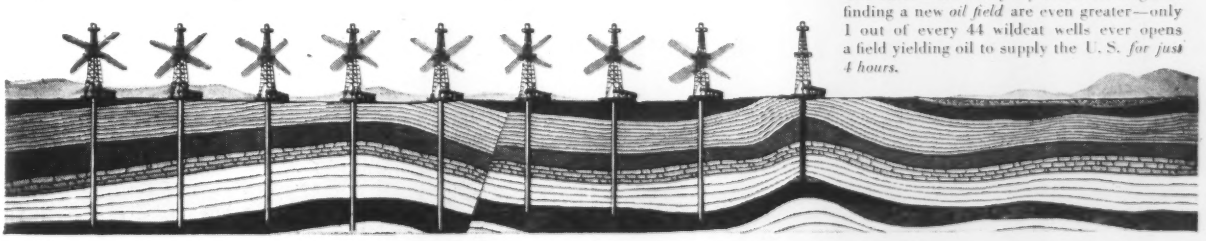
Yet, year after year, America's privately-managed oil businesses find more oil in the U. S. than America uses. As long as the chance to earn a profit exists, the men who compete in the search for oil will invest money, plow back earnings and take risks to assure you of ample oil supplies.

For a free booklet, "Searching for Oil—The Gamble That Pays Off For You," write to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th Street, New York 20, N. Y.



"SUITCASE ROCK" MEANS MOVE ON and try again. ⊘ marks the spot where oilmen in West Texas have just drilled a dry hole. But they won't quit. This photograph, taken from a Bell Helicopter, shows them "skidding" their rig to a new location where they'll try again. This persistence in the face of big risks is one important reason why America's oilmen continue to find more oil than the nation uses.

WHY SEARCHING FOR OIL IS SUCH A RISKY BUSINESS



Only 1 out of 9 wells drilled in a promising but unproven area turns out to be an oil producer. The other 8 are costly dry holes. Odds against finding a new *oil field* are even greater—only 1 out of every 44 wildcat wells ever opens a field yielding oil to supply the U. S. *for just 4 hours.*

worried about sales in Oklahoma?

wondering which radio station to use?

the happy solution is...

WKY RADIO

930 KC • OKLAHOMA CITY
Represented by THE KATZ AGENCY, INC.

Owned and Operated by The OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV

RWG-TWA MERGER IS UNDER STUDY

Initial word on whether Radio Writers Guild will combine with the Television Writers of America may be forthcoming before the end of this month. RWG's executive board in New York will determine future action. TWA already has won bargaining representation for writers of live network TV.

PROPOSED merger of Radio Writers Guild (RWG) with Television Writers of America (TWA) will be determined by the New York RWG executive board before the end of the month, it was apparent last week.

TWA has defeated the Authors League of America and the Screen Writers Guild in an NLRB election to determine the national bargaining representative for writers of live network TV. The RWG councils in Hollywood and New York last Monday discussed a merger with TWA thereby establishing a single writers union for both media. The RWG executive board of national president Hector Chivigny and the vice presidents of the two councils will consider the merger proposal.

Because RWG is a link of ALA and thus lacks autonomy, it cannot vote a merger with TWA, but must abide by the League's ruling, it was explained. However, RWG members can withdraw individually and join TWA. That pattern was established when TWA was formed by RWG members.

TWA also won jurisdiction over TV film writers on NBC-TV's *I Married Joan* (Joan Davis Enterprises), and the *Red Skelton Show* (Russel M. Seeds Co.). The *Burns & Allen* unit (McCadden Corp.) election was not decided because SWG challenged the votes.

The ALA national television committee contract with the networks is now void. TWA, therefore, will begin negotiations for an agreement in "the immediate future," it was said.

Dick Powell, TWA president, said his union's demands would include more money, an increase in TV film writer minimum and additional re-run money.

AFTRA Decision Due On 'Unfriendly Witnesses'

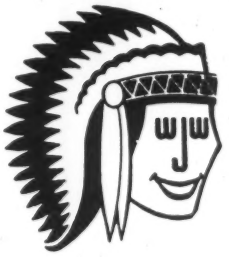
AFTRA Hollywood board of directors will render its decision tonight (Monday) on what penalty to impose upon four members who violated union rules by refusing to cooperate with House Un-American Activities Committee during its Los Angeles hearings.

Facing possible ousting from AFTRA are Libby Burke, Shimen Ruskin and Murry Wagner. Jody Gilbert, fourth "unfriendly witness" who refused to cooperate, is confined to a sanitarium.

An AFTRA by-law adopted some months ago requires all members to cooperate with legislative groups investigating left-wing activities.

NABET Named Bargainer

SEVENTEEN building maintenance department employes of ABC-AM-TV Hollywood, in an NLRB conducted election fortnight ago unanimously voted NABET as their bargaining agency. Choice was between NABET or no union.



CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

LOS ANGELES AMs, AFTRA REACH TERMS

AFTRA Hollywood Local and 13 Los Angeles area radio stations have worked out a new contract which gives staff announcers wage increases of from 6 to 11½% for a 40 hour, five-day week.

Retroactive to May 1 and for one year, the new contract places announcer salaries at $85 to $115.25 per week, and gives sick leave of two weeks each year, cumulative for a period of three years. Demands for severance pay and a clause requiring proper cause for discharge of any staff announcer were withdrawn by AFTRA.

Stations are KMPC KFWB KLAC KBIG KXLA KFVD KRKD KGER KPOL KFOX KWKW KGFJ KALI. The union will renew its negotiations with KGIL upon FCC approval of the pending application for transfer of ownership. New contract with KFAC is yet to be completed.

Kinescopes, Films Cleared

BLANKET clearance for the use of all kinescope recordings and TV films for the Florence, S. C., community television system has been secured from American Federation of Musicians, American Federation of Television-Radio Artists and other theatrical unions, Murray Borkon, president of Community TV Systems Inc., has announced. Community TV Systems is constructing a closed circuit TV system in Florence, to be fed programs originated by the community television company [B•T, June 1].

SAG Says Television Shows Can't Use Movie Excerpts

SCREEN Actors Guild has reported that live television shows no longer may use scenes from theatrical films unless an agreement is made with film companies providing for extra compensation to actors for TV use.

The action primarily affects Ed Sullivan's *Toast of the Town* program on CBS-TV, which has made use in the past of scenes from M-G-M and 20th Century-Fox motion pictures. A SAG spokesman told BROADCASTING • TELECASTING that it was her understanding that the union's specifications will be followed on future *Toast of the Town* programs.

According to SAG, the manner of use of the films on live shows is such that they go beyond use as trailers and become program material. For such use, SAG contends, the actors are entitled to additional pay.

SWG Lifts Ad Ban

SCREEN Writers Guild has revoked a ruling that prohibits its more than 1,200 members from advertising in tradepapers. Lifting of the ban resulted from a special meeting on April 22 at which a majority of the members indicated that publicity and advertising of credits, awards and accomplishments "are an important factor in developing the career of a professional writer."

In product improvement RCA never stands still.

You buy *Performance Security*

when you buy RCA Tubes

AS A RESULT OF progressive and continuing development at the RCA Tube Department, electron tubes are steadily being improved to provide better performance.

Take the 892-R, for instance. By using a stronger, more efficient radiator and an improved grid support structure, RCA has reduced operating temperatures, increased tube strength, and appreciably extended average life expectancy. The results of these improvements are lower operating costs and reduced maintenance.

Take advantage of the latest advances in tube development. Rely on RCA Tubes for *Performance Security.*

Your local RCA Tube Distributor can make quick delivery on your RCA Tube requirements. Call him.

RCA® **RADIO CORPORATION of AMERICA**
ELECTRON TUBES HARRISON, N. J.

EVEN IN **WATERLOO** IT'S

W·H·E·N

Every day, every night, people in Waterloo watch WHEN and then shop the Syracuse Market.

Waterloo, N. Y., in the Syracuse shopping area, is only one community in the rich 26 county market covered exclusively by WHEN. And it represents 2¼ million buyers. Here's a market that forms the heart of the Empire State, that boasts of high industrial diversity and rich agriculture. But most of all, it's a market with a high, stable buying income that can be diverted into product sales. WHEN offers the means of getting COMPLETE COVERAGE OF THIS IMPORTANT UPSTATE NEW YORK MARKET.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE

WMCT (TV) DONATES TO EDUCATIONAL TV

H. W. (Hank) SLAVICK, general manager of WMCT (TV) Memphis, announced Thursday that the station's licensee, Memphis Publishing Co., will present the newly formed Memphis Community TV Foundation with a new RCA 5-kw transmitter for its proposed educational station on reserved vhf Ch. 10 there. MCTF will file with FCC shortly for the outlet, it was indicated.

Mr. Slavick

The foundation is composed of a cross-section of Memphis educational institutions.

In addition, Mr Slavick said, WMCT (TV) is completing an addition to its transmitter building to accommodate the technical facilities of the educational group and will allow use of its 360-ft. auxiliary tower for mounting the antenna of the proposed noncommercial outlet. Total contribution of WMCT (TV) is nearly $160,000 in value, the Memphis Publishing Co. radio-TV executive stated.

WMCT (TV) earlier this year changed from vhf Ch. 4 to Ch. 5 and now operates with an effective radiated power of 60 kw. This summer, Mr. Slavick reported, the station will boost ERP to full 100 kw and operate from a new 1,050 ft. tower, moving from its present 750 ft. tower. Station also is installing a 5-kw auxiliary transmitter for emergency use.

Upcoming Events

June 21-25: Advertising Assn. of the West, Fairmont and Mark Hopkins Hotels, San Francisco.
June 21-25: Special Libraries Assn., International convention, radio-TV on adv. div. agenda, Royal York Hotel, Toronto.
June 21-27: National Assn. of Educational Broadcasters, Educational TV Seminary, U. of Wisconsin, Madison.
June 22: NBC-Northwestern U. Radio-TV Institute, for six weeks, NBC Chicago studios.
June 22-Aug. 15: Radio-TV Institute, Stanford U., in cooperation with KPIX and KNBC, San Francisco.
June 25-27: Florida Assn. of Bestrs, annual meeting, Empress Hotel, Miami Beach.
June 28-30: National Appliance and Radio-TV Dealers Assn., mid-year meeting, Conrad Hilton Hotel, Chicago.

Columbia U. Announces Gifts for TV Projects

GIFTS totaling $32,500 for the expansion of TV news writing, programming and broadcasting work of the Columbia U. Graduate School of Journalism were announced last week by Dean Carl W. Ackerman.

William Morris Agency set up a $25,000 endowment "based upon the previous cooperation of both organizations in producing the *Pulitzer Prize Playhouse* program on television," while Samuel A. and Fannie C. Frommer of Miami made a 10-year guarantee of $7,500 to the school, which for the current academic year will award its first television news scholarship.

"These generous gifts will enable the school to expand its study and practical courses in television news," Dean Ackerman said. "During the winter we expect to resume the weekly *News-O-Rama* program by our students on WPIX (New York). Other television projects are in the planning stage . . ."

William Morris Agency has exclusive right to produce radio and TV programs and motion picture films based on the Pulitzer Prize awards.

Walker Asks Leadership In Broadcasting Field

RESPONSIBLE leadership in broadcasting was invoked by FCC Comr. Paul A. Walker in an address last Monday before the fourth annual Radio & Television Public Relations Seminar of the Lutheran Church-Missouri Synod, meeting in Houston.

"Serving the public cannot mean merely responding to the desires of the greatest number of listeners," Mr. Walker said. He said the broadcaster "should offer that which is new, that which is intellectually challenging. He thus can play a large part in molding public taste."

The Lutheran Church-Missouri Synod is licensee of KFUO-AM-FM Clayton, Mo. (a St. Louis suburb), operating since 1924, and is grantee for KFUO-TV on uhf Ch. 30 there.

Summer TV Training

TRAINING in use and production of educational TV programs will be given for university credit to thousands of teachers and professional television people at 110 summer sessions and TV workshops at leading universities and colleges, Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, said last week.

THE LATEST WCKY STORY

BUY W C K Y

AND GET FULL COVERAGE

IN CINCINNATI—

PLUS A BIG BONUS OF

OUT OF HOME LISTENING

WCKY

BROADCASTING
TELECASTING

features

DON'T STOP SHORT OF YOUR GOAL

GET OVER THE TOP IN ERIE, PA.,
the profitable sales and test market
by using WICU TV
CHANNEL 12

In Retail Sales per family Erie is 29th in the nation

Yes, sir, if sales start to lag in Pennsylvania's Third City, just try WICU-TV and watch how fast you reach your goal. It's been done time and time again. There are sales success stories galore. 4 Networks, 4 Years of Telecasting, and 4 great Expansion Programs—and that means more sales 4 you, too, on this great VHF station.

EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headly-Reed Co

ERIE, PA.—WIKK AM
H-R Co

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc

MASSILLON, OHIO—WMAC-TV
Now under Construction

TOLEDO, OHIO—WTOD AM
Headly-Reed Co

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc

THE ERIE DISPATCH
RADIO STATION WIKK
TELEVISION STATION WICU-TV

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

Home Office, 500 Security Bldg., Toledo, Ohio

XUM

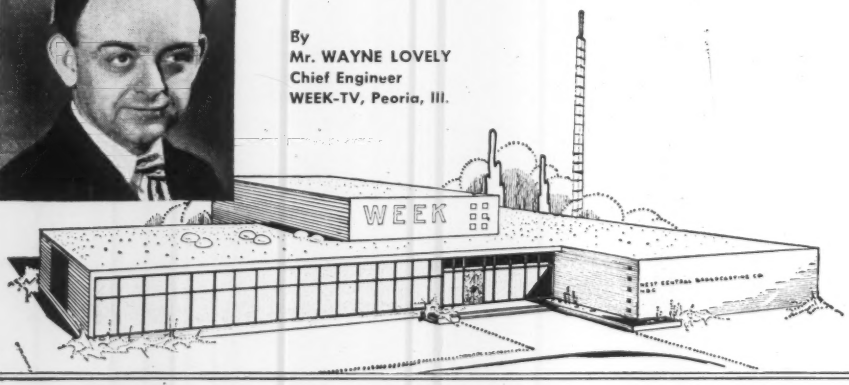
TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.

SUCCESS OF WEEK-TV SETS OPERATING PATTERN FOR OTHER MID-WEST STATIONS

First Illinois UHF TV Outlet Reports Outstanding Reception—Both Signal and Audience!

By
Mr. WAYNE LOVELY
Chief Engineer
WEEK-TV, Peoria, Ill.



"Due to high interest in the operating experience of Illinois' first UHF television station, WEEK-TV at Peoria, Illinois, this report is submitted. Operating less than three months on Channel 43, we have reached distances far beyond the expectation of most engineers and elicited a wide, enthusiastic audience throughout central Illinois. Today, WEEK-TV serves as a pattern for television station owners and engineers in other Mid-west cities."

Known Fringe Area Adds Pre-Opening Interest

"C. B. Akers, partner in WEEK-TV, was responsible for supervising construction of the station and succeeded in his efforts to put this new outlet on the air in record time.

"Progress of the station's erection was carefully followed from the day our local newspaper headlined the TV grant for Peoria. Day-to-day events were pictured almost daily and culminated with a special section, a 28-page edition, on the starting date. WEEK-TV opened officially, Sunday, Feb. 1, 1953 at 7:30 P. M. From the first telecast, in fact from the broadcast of a test pattern several days earlier, we were strictly 'on the spot.' The Central Illinois area, particularly the populous Peoria and Pekin metropolitan market, had been a fringe reception area for years. No wonder all eyes in the Peoria area were on the transmitter at 2907 Springfield Road that night!"

800 Calls Received—Reception Reported More Than 50 Miles From Station

"It was a pleasant experience for the engineering and executive staff of WEEK-TV to say that the state's first UHF telecast was a distinct success. More than 800 phone calls were clocked through the switchboard of the West Central Broadcasting Co., owners of WEEK and WEEK-TV. Most comments were highly favorable as to clarity of picture, and range of coverage. We learned that WEEK-TV, operating on an interim General Electric 100-watt transmitter, sent out an effective useful picture as far away as 50 miles, despite the fact that our most optimistic hopes had been for a 12-mile radius. That was the initial happy side of the picture! We weren't prepared, however, for what happened afterward."

Program Time Has Been Sold Out

"WEEK-TV, through the intercession of Fred C. Mueller, General Manager, a man widely known in radio and TV circles over the country, started operations with a full evening program schedule. Less than three months later, practically all program time on the station has been sold.

"WEEK-TV is situated on one of the highest points of land in Central Illinois, its tower is 1161 feet above sea level. Films are used mostly, but on August 1, 1953 we expect to be interconnected with our network, NBC.

G-E Equipment Praised

"We are very happy over both our coverage experience and the acceptance of WEEK-TV. In equal measure we appreciate the performance of our General Electric equipment. Eventually, we expect to reach more than a million viewers with WEEK-TV programs."

Dealer Reports 2400 Converter Sales in One Month

"We were literally swamped by dealers, distributors, and servicemen requesting suggestions as to how TV conversions should be made. Requests from dealers for speeches by our executive staff were numerous. Even our commercial staff was besieged by inquiries from national and local advertising prospects. This is not a 'padded report' but rather an objective estimate. One dealer alone reported 2400 converter sales from Jan. 9th through Feb. 28th."

Much of the credit for WEEK-TV's outstanding success must be credited to its staff, who worked long hours to get Illinois' first UHF television station on the air.

GENERAL ELECTRIC

features

- For the first time in any magazine, Edward W. Barrett, former chief of the Voice of America, tells the inside story of the radio war that has been raging for the past five years. Page 86.
- Will there be color by Christmas? A special B•T report traces the background of the color controversy and estimates how soon color TV will be made available to the public. Page 94

A radio success story:

HOW TO MOVE A HOUSE: USE RADIO

IT'S 11:35 a.m., any weekday, in Belleville, Ill., a town with a population of some 30,000.

Bill Schmale, president of the Schmale Realty Co., sits at his desk. A few salesmen and local people in the community straggle in and take seats. But it isn't just a sales meeting or a meeting with community leaders.

What transpires 10 minutes later is a familiar routine to citizens of Belleville—a direct-from-office broadcast aired by WIBV Monday through Friday, with Mr. Schmale presiding over one of the most unusual programs in local broadcasting. For the past eight months, Schmale Realty Co. has been regaling listeners with real estate listings, news coverage and interviews with local people—and reports excellent results.

Pay-Off and Prestige

"We are well pleased," Mr. Schmale told B•T. "We have been getting enough returns to pay for the cost of the broadcasts. The series also is a great prestige-builder."

Schmale pays between $3,600 and $4,800 on an annual projected basis for the program or between $300 and $400 per month. Last year its overall advertising budget called for $7,500 but that was before the radio show; this year, it has run close to $4,500 thus far, Mr. Schmale said. The realty firm spends 15% of its gross earnings in advertising. In 1952 gross earnings were roughly $75,000, meaning its 1953 ad budget could approximate $12,000 if earnings hold to that level.

Real estate being the commodity it is, one or two sales a month are gratifying to the company—and that's what Schmale has been averaging. Bill Schmale attributes certain sales (like recent ones in St. Clair and St. Louis counties) to listenership of the program. One listener drove over 100 miles to visit the Schmale offices in Belleville.

While Mr. Schmale does participate in the broadcasts, most of the discussions are led by members of his organization, using an informal format. There is no prepared script. Mr. Schmale and his staff may discuss a recent sale or inject an institutional message. Interviews with the local Chamber of Commerce president and other community leaders may follow. These civic interviews have aroused favorable comment in Belleville. Schmale budgets its time about one-third to institutional and the remaining two-thirds to direct selling of homes.

"It's a terrific help in getting listings when we tell owners that the homes we list will be broadcast over the air and that we will have other mediums of advertising as well," says Mr. Schmale.

Five Got Them Eight

The realty firm has chosen the 11:45 a.m. segment because of its adjacency to previously aired programs on WIBV. At first it used only five minutes; now the program is on eight minutes each day.

Mr. Schmale points out his "radio realtor" show enjoys high local ratings and is, in fact, outpulling programs on larger stations (WIBV operates with 250 w daytime only). He claims it has the second best rating of any show aired at that time.

The "direct-from-office" broadcasts have been extensively promoted by newspaper, direct mail, envelope stuffers and displays. WIBV also has donated free spot plugs, so happy is it with the program's rating, according to Mr. Schmale. This is particularly gratifying because the firm got off to a slow start. Before Schmale launched its program, it bought spots describing its properties. There was no initial promotion, leaving results greatly to be desired. It backed up the show's debut with a newspaper and direct mail tiein. Now it uses ads and envelope stuffers as supporting aids.

Mr. Schmale's unique series has received publicity from the National Real Estate & Building Journal and other publications, pointing out how a $1 million-a-year organization is stimulating greater sales with fresh, original thinking and "a willingness to try new ideas."

the electro-

By Edward W. Barrett

As Congress and the Administration currently re-examine U.S. efforts in international propaganda, it is timely to take a long-view look at the war of the airwaves that has raged for several years. No one is better qualified to write the recent history of the Voice of America's part in that war than the man who ran the Voice in two of its most critical years. As assistant secretary of state (1950-52), Edward W. Barrett presided over a vast expansion program which, though subject to recent criticism, undeniably caused plenty of Russian headaches. In this article, an adaptation from his new book, "Truth Is Our Weapon" (Funk & Wagnalls), Mr. Barrett relates the little-known story of the electro-magnetic war.

"YOU KNOW, the best brains in the country haven't yet been focused on finding all possible ways of getting the truth through the Iron Curtain."

Justin Miller, then president of the National Assn. of Broadcasters, made that remark at a small dinner he gave just after I became Assistant Secretary of State early in 1950. It wasn't clear whether Miller's remark impressed the few Congressmen present or his fellow members of the U. S. Advisory Commission on International Information. It made a deep impression on me and set me digging, as one of my first official efforts, into the whole maze of international communications. From that research, one fact quickly emerged: *Like it or not, the United States was in the midst of a full-scale electro-magnetic war with the Soviet Union.*

The first shots in that war were fired in February, 1948. U. S. government monitors then noted raucous noises interfering with Voice of America Russian-language transmissions beamed to Asiatic Russia from West Coast, Honolulu, and Manila transmitters. Engineers readily spotted the noises as systematic jamming. Such technical procedures as triangulation indicated that the jammers were located in the Soviet Union.

The Soviet technique was not new. It amounted just to broadcasting various noises to disrupt any communications on the same wavelength. In World War II all major powers had early used such jamming as a tactical weapon against enemy *military* communications. Then Germany, Italy, and Japan began jamming in an effort to block Allied broadcasts to the Axis peoples. The Allies never jammed normal broadcasting. With the end of the war, peace returned to the air waves and was interrupted only by some reciprocal jamming by Spain and Russia in 1946.

In early 1947, when the U. S. government found the Kremlin systematically misrepresenting this country to the Russian people, the Voice of America started a short (one-hour) daily broadcast to the Soviet Union in Russian. Even then the Kremlin did not begin jamming the Voice. Within a year, however, the American Embassy in Moscow detected many signs that Russians were listening to the Voice. It was then, in February, 1948, that the Soviet began its first weak attempts to drown out the Voice's trans-Pacific broadcasts. In March and April, jamming began against Voice Russian programs relayed from Munich and Tangier. In August, the Russians started jamming BBC transmitters which relayed the Voice's Russian programs. British and U. S. locating equipment confirmed that the interference was coming from about 25 transmitters in the Soviet Union.

On Aug. 12, 1948, a woman in New York started a chain of events that really set the Russian electronic defense into high gear. A Russian school teacher, Mrs. Anna Kasenkina, escaped from her Soviet captors by jumping from a window of the U.S.S.R. Consulate in New York. The Kremlin suppressed the news entirely within Russia and the satellites. The Voice of America carried it full blast. Within a few hours, embassy employes of the U. S. and other nations found the jump was being talked about in elevators, restaurants, and buses all over Moscow. Twenty-four hours later, Soviet official organs felt forced to admit the episode, but their distorted versions evoked snickers. "It may have been the Kasenkina affair," says General Walter Bedell Smith, then Ambassador to Moscow, "that caused the Kremlin to decide to eliminate this source of truthfulness"—by all-out jamming of the Voice of America.

At that time, according to many indications, the U.S.S.R. started construction work on a far more elaborate new jamming network, even while intensifying its more routine interference. On April 24, 1949, the new jamming set-up went into operation with a vengeance. On every frequency used by the Voice for Russian broadcasts from the United States, the Far East, and Europe, multiple squawks appeared. Russian broadcasts from the BBC and the Vatican radio ran into a din. The air waves were filled with beeps,

magnetic WAR

squawks, and siren-like howls. Meticulous tests by agencies of the United States and other governments indicated the U.S.S.R. was now using at least 100 sky-wave (long distance) jammers and 250 ground-wave (local) jammers. Clearly the Kremlin had embarked on a major campaign to blot out anything in the Russian language from the outside world.

The whole jamming business violated at least two international telecommunications conventions, to which the U.S.S.R. had subscribed, but by that time Soviet violation of agreements had become routine procedure. Brushing aside protests within the U.N. and outside, the Kremlin kept intensifying its campaign. By early 1950 the local ground-wave jammers had increased to 500. The coordinated actions of the jammers made it evident that all were linked by a complex teletype network.

In April, 1950, the Soviet went beyond the jamming of Russian-language programs and began trying to jam the Voice in Polish, Czech, Hungarian, Rumanian, Slovene, and Serbian. The blockage of those satellite-language programs was far from complete but research indicated that only about 5% of Voice transmissions in the Russian language were getting through to Moscow.

Clearly the Kremlin intended to go much further. Its extraordinary campaign and elaborate mechanism even then made two things clear: (1) The Soviet government deeply fears the truth from the outside world, and (2) the Voice would have to employ extraordinary measures in order to get its programs continually heard in the U.S.S.R.

Jamming and Counter-Jamming

Voice of America engineers, headed by a veteran of international radio named George Herrick, had already done much research into counter-jamming measures. With help from the Bureau of Standards and others, they had devised new techniques that showed promise. However, they talked in a kind of engineering gobbledygook that was about as clear to my non-technical colleagues and me as Urdu slang. To double-check and to be sure no bets were being missed, we decided in mid-1950 to heed Justin Miller's suggestion: To have a team of outstanding American scientific brains review the whole radio counter-offensive and search for possible new measures.

With the enthusiastic cooperation of Secretary Acheson, Under Secretary James Webb and I asked President Robert Killian of the Massachusetts Institute of Technology to have M.I.T. round up a team of outstanding scientists to tackle the whole problem. M.I.T. did so with astounding thoroughness.

The group that was soon assembled and cleared for security included such scientists as Edward Purcell, the world-renowned expert on radiation who later won a Nobel prize; Merle Tuve, who was widely credited with developing the proximity fuse; Jerome Wiesner, chief of M.I.T.'s Research Laboratory of Electronics; John R. Pierce of the Bell Telephone Laboratories; Lloyd Berkner, brilliant all-around scientist and former executive secretary of the Pentagon's Research and Development Board, and Dana K. Bailey, radio propagation expert from the U.S. Bureau of Standards.

To keep the project from becoming too narrowly technical, M.I.T. put it under Dean John E. Burchard, a social science specialist experienced in administering large special projects. A few others like Clyde Kluckhohn, eminent Harvard anthropologist, and John A. Morrison, the U. of Maryland geography specialist on Eastern Europe, were added. In all, the group comprised 30 top-flight American minds. I had meanwhile enlisted Davidson Taylor, former vice president of CBS, to represent the Department of State in coordinating the work. We dubbed the enterprise "Project Troy," for the wooden horse behind hostile walls.

With night sessions and day sessions extending over many months, the team labored away. We emptied the State Department's "brainwave files" of extreme ideas submitted by outsiders and staff members and passed them to Project Troy team members to study. They looked into the entire lot: Transmitting messages via migratory birds or seals (impractical), floating messages downstream (most rivers run the wrong way), and bouncing signals off the moon (potentially feasible but long-range). They found possibilities in distributing leaflets by balloon, which had been tried as early as World War I, and which has now been tried with some success by a private organization.

Most important were their verifications and findings in the radio field. Many are still classified, but some can be mentioned.

Project Troy early examined the super-duper of all the schemes devised by Mr. Herrick and his Voice of America crew: The "Ring Plan." This imaginative—and expensive—program called for stringing a necklace of 14 powerful short-wave, medium-wave and long-wave transmitters around the periphery of the Soviet-dominated land mass. The units were to be linked by multiple relay circuits, so that the most effective link could be selected in times of bad atmospherics. After studying the plan, for which the Congress had already appropriated some funds, the Troy group found it "an ambitious step, boldly conceived and, in our opinion, basically sound."

The group similarly studied and endorsed "Operation Clipper," another plan already adopted by Mr. Herrick and his crew. By attaching an electronic device to each Voice transmitter, this system increased about tenfold the strength of the signal at the point of reception, thereby permitting the Voice to override much jamming.

Cuddling Stumps the Russians

Another technique already in force was known by the cozy name of "cuddling." Under this, Voice engineers simply put a few Voice of America transmitters on frequencies so close to those used by the U.S.S.R. domestically that the Russians couldn't jam the Voice transmitters without jamming many of their own. For a while, cuddling apparently stumped the Moscow strategists. Ultimately, they decided that even their own programs weren't worth letting outside voices through. They started jamming the cuddle frequencies—and themselves—with some regularity.

In 1950, the engineers of the Voice of America developed new "brute force" techniques. These involved massing a vast array of transmissions in an effort to swamp Soviet jammers. First, the Voice used all its available transmitters to broadcast Russian-language programs simultaneously. The engineers even threw baby transmitters in Munich into the array, because they found that each, little larger than an upright piano, tied up two or more Soviet jammers. Later, arrangements were made for western nations—including Britain's BBC, Italy's Radio Rome and the Vatican Radio—to join in the simultaneous transmissions. Soon a total of more than 70 free-world transmitters were broadcasting to the Soviet in Russian for a half-hour each evening.

By the time the Troy team got deep into the electro-magnetic

XUM

war, such ingenuity by the Voice's engineers was beginning to pay dividends. From a low of about 5%, the Voice had come back to where some 20% of its broadcasts were getting through to Moscow, and 60 to 70% to smaller cities and rural areas. Tests showed a large majority of Voice broadcasts to be audible in satellite areas. The showing was all the more remarkable because the Kremlin, in its now-frantic jamming drive, had again doubled its jamming network. By late 1950, it had some 200 long-range or sky-wave jammers and at least 1,000 local or ground-wave jammers in operation. Rough guesstimates by Troy team members indicated the Soviet probably employed as many as 10,000 scarce technicians in its jamming operations—more than all U. S. information workers around the world.

The Troy group highly commended the work of the Voice's engineers. They reviewed and helped improve new projects just aborning. And they added others that are still highly classified. In collaboration with Voice engineers, they even figured out on paper ways to combine new super-powered transmitters together and to focus their power so sharply that they could light an electric light bulb 50 miles away and deliver an unprecedented signal a thousand or more miles away. They devised and started testing a new relay technique that may yet revolutionize communications and ultimately simplify transoceanic television. For more than a year, initial experiments carried on between the states of Iowa and Virginia have proved largely successful. For the Voice, the new technique should immensely improve the standard of its signals reaching relay bases overseas.

Most important of all, the Troy scientists studied the whole electro-magnetic war and reached a surprising conclusion: For every expenditure made in increasing the Voice's power, the Soviet must spend at least five times as much in manpower and equipment to combat the increased strength. If certain large-scale electronic measures were adopted, the ratio could go far above five-to-one. Moreover, the true cost to the Soviet would be still greater. Since its electronic industry is more limited than America's, diversions for jamming Voice broadcasts would impede U.S.S.R. developments of radar, communications and other military electronic gear.

Finally, if as now planned, the Voice's added strength is largely in the field of medium-wave (like standard broadcasting in the United States) instead of short-wave, the Soviet's added jamming power cannot be used against western military communications (all short-wave) in event of war.

Thus radio warfare, aside from the influence it has on listeners, can become economic warfare of the first magnitude. In no other field, except preemptive buying of a very few scarce materials, can the U. S. deter the U.S.S.R. so effectively for so few dollars.

Overworked and Underpaid

Despite all this, Voice of America technicians have never had smooth sailing. First-rate engineers and electronic experts, scarcer than good cooks, could draw far better pay in industry than in government. So Voice technical ranks have never been filled and the small staff has been perennially overworked. Each overseas relay base had to be located on another nation's land; that required months and sometimes years of negotiation. Most nations didn't even want to negotiate unless the Voice could guarantee that it had the money allotted and was ready to proceed with installation. Congress, on the other hand, never wanted to appropriate for a transmitter until the site was all set. So the poor old Voice always faced a chicken-and-egg problem.

Other complications perennially plagued the Voice. Its technical bosses had sometimes bruised Congressional feelings in picking domestic transmitter sites and in dealing roughly with some semi-competent employee who would then run bleating to his Congressional patrons. More important, Mr. Herrick and his colleagues had the occupational failing of many top radio engineers: incurable optimism. They would give Congressional committees optimistic but "sound" forecasts of when a new super-transmitter could be completed; they would finally win an appropriation on that basis but three months behind schedule; then they would run smack into new metals priorities, unforeseen diplomatic hitches over relay sites, and still tighter shortages of engineers.. The next year some Congressional subcommittee chairman, informed that Transmitter A was far behind schedule, would soar like a two-stage rocket. When he landed, he was rarely in a mood to listen impartially to a plea for four more super-transmitters, no matter what it would cost the Soviet in relation to America's costs.

It took me many months to learn that in international radio all "sound engineering estimates" concerning likely construction time should be precisely doubled. International broadcasting, I learned, wasn't normal radio; it involved too many delayed appropriations, intricate diplomatic maneuvers, intragovernment tangles, and shortages of skilled personnel. Doubling the estimates proved just about right, but that didn't become apparent until one major appropriation request for added transmitters had received a drubbing from a key Congressional committee.

Hazards of Government Employment

George Herrick provided a case history of why it is so hard to keep good professionals in government for long terms. He impressed his colleagues as a splendid, if incurably optimistic, public servant—hard-working, imaginative, and widely respected in the radio industry. Unable to complete college, where he studied engineering, he had acquired much of his knowledge the hard way. After a short term as engineer for a small network of stations, he had given more than 10 years of his life to the Voice of America, working his way up through the ranks. He had built the largest control board in the world and had won widespread plaudits for his speedy erection of the Voice's mammoth transmitter in Munich. Offered more than double his salary to become chief engineer for a national network, he had been patriotic enough to remain with the Voice.

In view of that record, I was shocked to find George Herrick being slam-banged around on more than one occasion. True, some of his transmitters fell well behind his optimistic schedule, because of the Korean war and resulting metals shortages, loss of personnel to private industry, loyalty-clearance delays on new manpower, and related difficulties. But on one occasion members of one subcommittee went far beyond that, questioning his integrity and publicly wondering why "a man with so little experience in private industry should be entrusted with so important a job." Part of the subcommittee even publicly charged "mismanagement and maladministration" of the Voice's radio facilities.

With Secretary Acheson's concurrence, I promptly asked Justin Miller, as head of the National Association of Broadcasters and as a member of the U. S. Advisory Commission on International Information, to appoint a special committee from the radio field

The U.S.S. *Courier*, a floating radio station, is now anchored off Salonika, Greece, relaying Voice broadcasts by both short and medium wave. Balloon (upper right of page) supports ship's antenna. The *Courier* carries high-powered transmitters.

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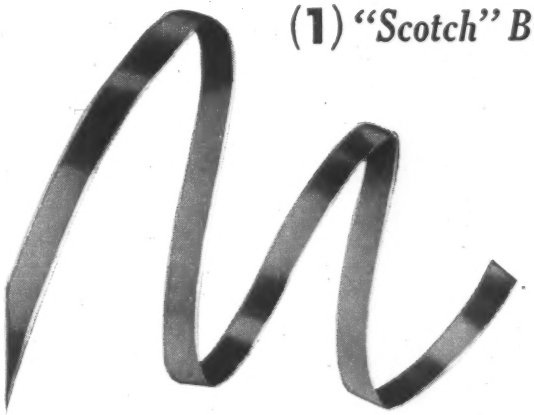

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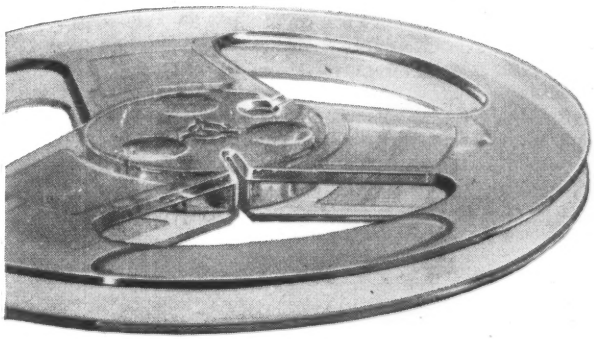

EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

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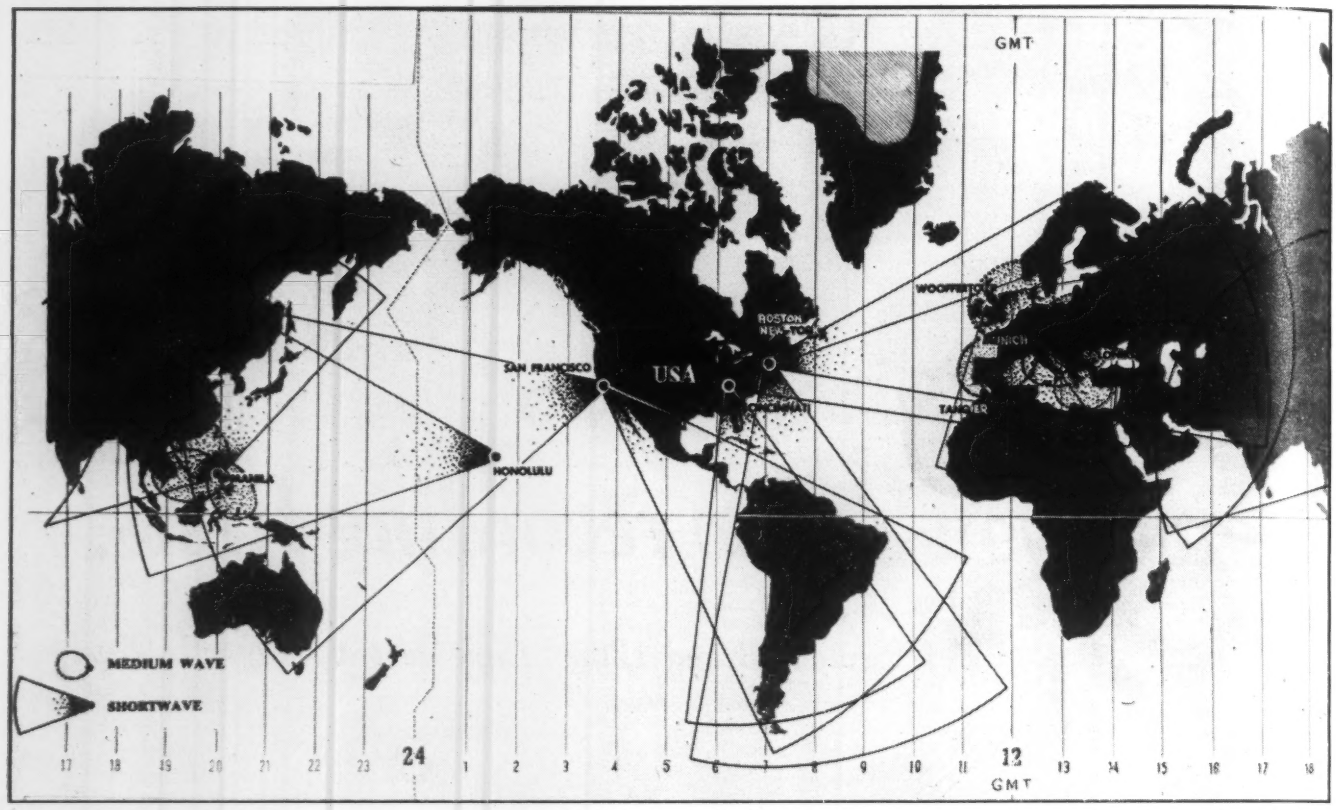


Here's how the Voice hits its target areas throughout the world. Medium and short wave coverage patterns for all Voice stations are shown (see legend at lower left). Station sites are named on map.

to investigate the charges impartially. He named three recognized specialists.* They studied the situation for weeks, examined documents, heard witnesses, and came up with a detailed report. In it they found "no significant evidence of mismanagement," made a series of helpful recommendations of a detailed nature, and urged "speedy completion of the facilities expansion plan" as "vital to the interests of the United States."

Shortly thereafter, the Awards Committee of the Department of State singled out George Herrick for special honors. The citation read in part, "George Q. Herrick for superior service, loyalty and devotion to duty—and especially for his outstanding contribution to the development of the clipper amplifier which has made possible a vast increase in the effectiveness of each domestic and overseas transmitter."

In 1953, long after I had left the government, the cycle started over again. Senator Joseph McCarthy made the same sort of charges against Mr. Herrick, emphasizing he did not have a formal college degree in engineering. Well-known experts had come to differ over the location of two transmitters, which many of them had endorsed in the first place. So, on the basis of a statement from one unhappy ex-employe of the Voice, the Senator publicly implied Mr. Herrick had been guilty of "sabotage." A first-rate engineer on Mr. Herrick's staff committed suicide, leaving a letter complaining of harassment and insisting that, if there was anything wrong with the location of transmitters, the error was made in good faith and on the advice of well-known experts. In the midst of the tragedy, George Herrick must have wondered why he had passed up fat outside salaries to stay in government.

Happily, all developments were not adverse in Congress. Needed operating funds were regularly voted. In alternate years, roughly speaking, the Congress appropriated large funds for strengthening broadcast facilities. It voted $11,320,000 in facilities funds for the fiscal year 1950, $41,288,000 for 1951, and $9,533,939 for 1952. With those funds, many improvements have been made. The power of the Munich transmitter has been doubled. New relay bases have been constructed at Tangier, North Africa, and Salonika, Greece. Construction has started on three unprecedentedly powerful transmitters overseas. Other large-scale improvements are under way. A new-type directional antenna, sharply focusing its signals, should give these focused signals 4,000 times the power of those of any major station in America! The power should not only immensely improve the signal reaching relay points abroad, but should blast powerful broadcasts directly to the Iron Curtain zones.

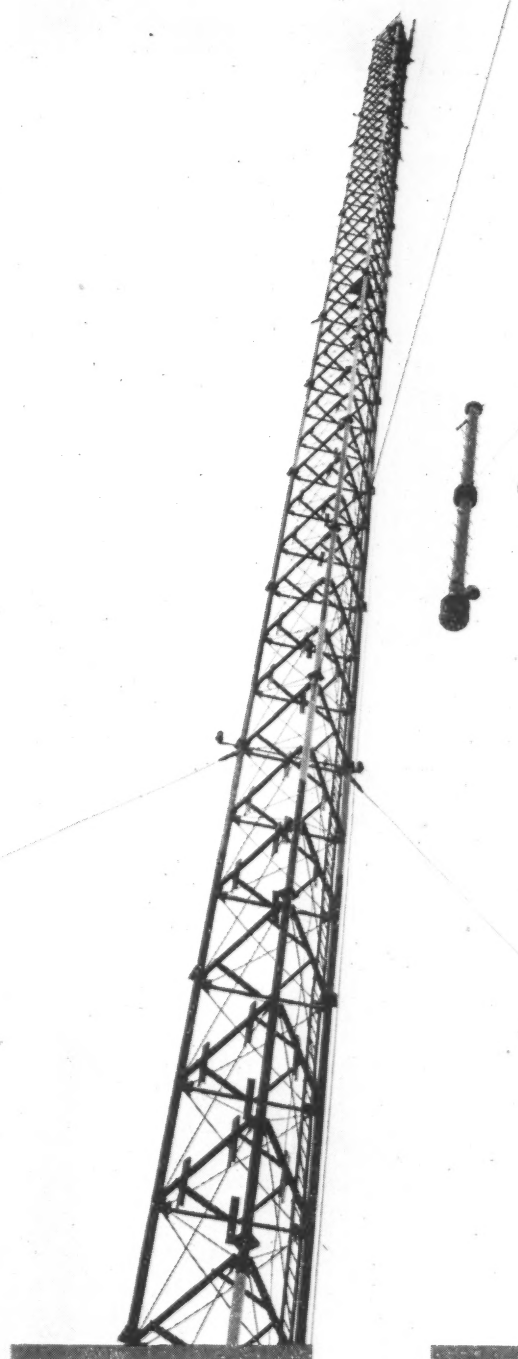
Two of these new-type transmitters in this country ran into widely misinterpreted snarls when the dispute, mentioned earlier, broke out in 1953 among competent experts regarding their location. They were to have the power of 1,000 kilowatts each—20 times the strength of any transmitter in this country—and were to be located, on the advice of some of the Project Troy experts and others, at points where they would have maximum signal strength at peak hours. Later some experts came to feel the transmitters could better be located further south, where, they said, the signal would be more consistent, though weaker at peak hours. While the world heard from Senator McCarthy only that the transmitters had been flagrantly "mislocated," Secretary Dulles suspended construction of the two.

Presumably, they will finally be constructed and will effectively replace much weaker and obsolescent transmitters now leased from private companies.

Voice officials have always recognized one potential threat. The Soviet theoretically could make the radio weapon impotent by confiscating all domestic receivers. Those now capable of hearing one or more Voice transmissions appear to total nearly 4 million in Russia, 2 million in Czechoslovakia, and smaller numbers in other satellites. But for such confiscation, the Kremlin would pay a heavy price. It would immensely increase home-front grumbling. It would impair the Soviet system for spreading its own gospel, in which it relies heavily on both short-wave and standard broadcasting. And "wired radio" throughout the vast area would be astronomically expensive.

Nonetheless, the outside possibility has always existed. For that reason, the Voice, with help from scientific organizations and major radio manufacturers, has focused much research on small, long-life receivers that might be infiltrated into key areas in large numbers. It had to abandon an earlier project because the sets

* The three were William A. Fay, manager of WHAM Rochester, New York; Donley F. Fedderson, chairman of Northwestern University's Department of Radio and Television, and Theodore C. Streibert, then president of WOR New York, and director of MBS.

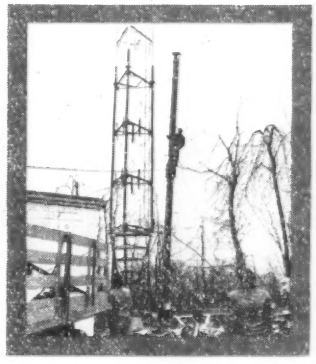


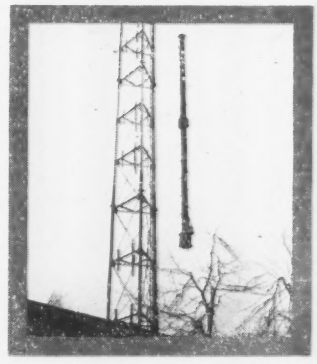
up goes another

WORKSHOP COSECANT UHF ANTENNA

Station WGLV-TV at Easton, Pennsylvania, will go on the air shortly on channel 57 equipped with a Workshop Model WA-25-57 cosecant television antenna. This new Workshop UHF antenna has a power gain of 25. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Simple mechanical design eliminates all insulators (except for gas seal), de-icing and field repair problems. The plastic weatherizing windows, dyed "international orange," completely eliminate painting.

For further information on Workshop UHF-TV antennas, write for Bulletin TV-100.





WORKSHOP ASSOCIATES DIVISION ▸ THE GABRIEL COMPANY

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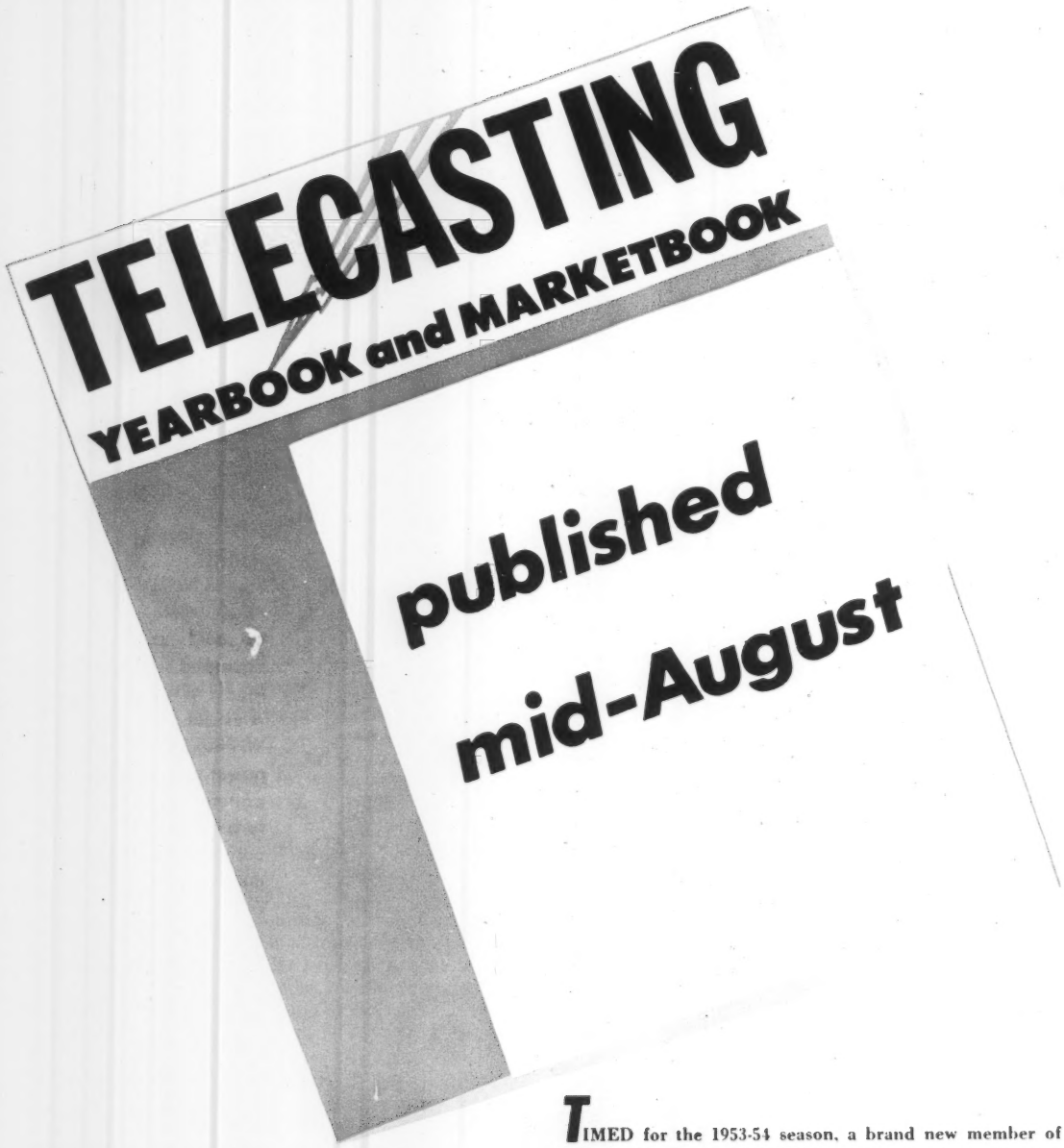
the new 1953 '54



TIMED for the 1953-54 season, a brand new member of the B. T. family, the TELECASTING Yearbook & Marketbook combines the indispensable analyses of the MARKETBOOK heretofore published in mid-August, with the all-inclusive reference directories and guides of the YEARBOOK . . . two fully-indexed and annotated productions in a single volume.

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It meets the urgent need for up-to-date data on burgeoning TV . . . 180 stations on the air in 120 markets, against 109 in 64 a year ago . . . 370 stations authorized . . . county by county TV homes . . . coverage . . . rates. Replete with what the decision-maker demands.

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proved too expensive, too bulky, and too short-lived in terms of better power. With the help of transistors (minute ersatz tubes requiring only infinitesimal power) and other new developments, the use of such receivers is now nearer reality.

Meanwhile, another radio development of basic significance has taken place. In late 1950, the Voice embarked on one of the most fascinating undertakings of all—Project Vagabond, a floating radio station of great power. This had been a pet brainwave of mine for years, and I was happy to find, upon taking office, that Voice of America engineers had at least toyed with such a plan.

This time, after some difficulty, my colleagues and I persuaded the appropriate Congressional committees to go along with a project for a new sea-going transmitter. Voice engineers could evoke little enthusiasm from the Navy but finally induced the Maritime Commission to ante up a small but fast freighter, then mothballed. The U. S. Coast Guard agreed to staff her, and Project Vagabond was under way. After interminable red tape and countless financing and construction problems, the Vagabond (officially christened U.S.S. *Courier*) was commissioned at Hoboken, New Jersey, in March, 1952, and dedicated by the President in Washington in April.

Ship Is Relay Point

As of this writing, the U.S.S. *Courier* is tied up off the Greek coast, generating her own power (enough to light a small city), picking up broadcasts from New York, and boosting them on their way with two potent short-wave transmitters and one standard transmitter that is three times as powerful as any in the United States. Even with a balloon-supported antenna, soon to be replaced by a highly directional antenna on shore, the *Courier* is hitting certain Iron Curtain zones with a power unapproached by any other non-Communist transmitter. Should the scene of conflict—cold or hot—shift, the *Courier* can hoist anchor and move to the contested area at the respectable speed of 17 knots. And, unlike land-based transmitters abroad, she could more readily avoid capture in the event of enemy advances in an all-out war. All old propaganda hands hope for Congressional approval of more Vagabonds with the greater power now known to be practicable.

In the aggregate, the Vagabonds, the Ring Plan, the Cuddles, the Clippers, and the still-unmentionables prove one thing conclusively: It is possible, at relatively small expense, to put Malenkov and the Kremlin crowd on the defensive on the one front where they and we are in open conflict—the radio front. The Voice of America can hit them increasingly with the one weapon they fear more than any other—the weapon of truth. And if they are to counter that weapon effectively (without the desperate step of wrecking their own radio), they must spend at a rate many times our own and at a sharp cost to the military mechanism that now threatens the world. As David Sarnoff, Board Chairman of RCA, has said, "International broadcasting is a major weapon which can pay for itself many times over."

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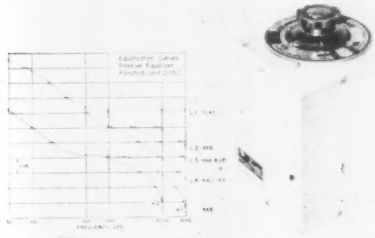
Accurate Equalization WITH THE FAIRCHILD 205. As demonstrated by chart at right, this unit provides matching equalization curves for various types of lateral and vertical records and transcriptions, in accordance with NAB standards.



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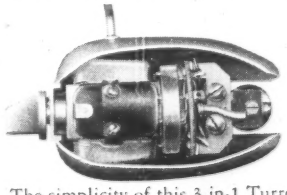

The simplicity of this 3-in-1 Turret Head obsoletes multiple arms, equalizers and throwover switch. Use only *one* Fairchild Turret Head Arm, it mounts up to three Fairchild Miniature Moving Coil Cartridges at one time—ready for instant selection at the turn of a knob, which also sets correct stylus pressure. All critical adjustments, usually inherent in viscous damped arms, have been eliminated in the current Fairchild 201-B. A completely redesigned base assembly with a new method of pivoting now incorporates automatic temperature control.

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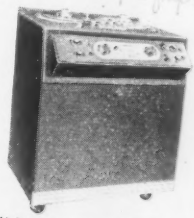

Fairchild Tape Recorders and Accessory Equipment are built to the highest professional standards and incorporate many exclusive features, including Pic-Sync, Syncroll Drive, Automatic Framing Control and others. Fairchild Tape Recorders are also built to order for specialized applications.

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the COLOR

IT isn't often that an industry leapfrogs from the first "line" of a new product into an advanced model before the market has been half-tapped with the original item. Yet, that's exactly what seems to be in view for the television industry with the almost certain advent of color sometime before the end of this year or—most likely—1954.

There are today some 23.5 million black and white television sets in use and 180 stations on the air.

Most competent observers see 1,000 TV stations as the optimum potential in the next five years. Best guess is that there is a 25 million additional set sales potential in that time.

Small wonder then that most TV set makers eye more with sorrow than eagerness the coming of color TV.

Sometime in the next few weeks, RCA or the all-industry National Television System Committee, or both, will petition the FCC to authorize the commercial use of a compatible color video system. From every indication the NTSC standards (which RCA will also ask to be approved) are the answer to the color controversy—which has raged sometimes at low level (1941 and 1945) and sometimes loud and furiously (1946-47 and 1949-50).

In the 1941 TV allocations hearings, the industry and the FCC agreed that color TV was premature—the child (TV) wasn't even in the crawling stage yet. Again in 1945, following the end of World War II which had stalled the beginning of commercial television, it was agreed that color must wait.

A large block of the ultra high frequency spectrum (300-3,000 mc) was allocated for TV's future expansion, both as a national service and for color.

Hardly a year elapsed before CBS reopened the color question by formally requesting that the FCC authorize commercial polychrome. A six-month hearing followed. Competing with CBS was RCA, which showed its conception of what color TV should be.

It was during that hearing that the cry, which has become so meaningful, was first raised.

Although CBS's system showed good color, the standards proposed were different from those in use for monochrome TV. RCA claimed that its "simultaneous" system had the virtue of "compatibility."

Meaning of Compatibility

Most people think of marriage or divorce when they hear the word compatible, but in the rarefied atmosphere of electronics, compatibility has an altogether different meaning. A color system is compatible when the black-and-white set owner receives the colorcast (in black-and-white) without having to do a thing to his set.

Therefore, RCA—and most of the industry—objected to the CBS system on the ground that it was incompatible with the existing black-and-white standards and would be unfair to the then 200,000 set owners.

The FCC turned thumbs down on both systems on the ground that they each required too much spectrum space. The official monochrome system uses a 6 mc bandwidth. At that time, CBS's color system required 16 mc and RCA's 18—later reduced to 12 mc.

In 1948, the Commission called a halt to further TV application processing while it studied the spacing of vhf stations (Channels 2-13) and the opening of uhf.

In the midst of these deliberations, the Commission (prodded by former Comr. Robert F. Jones and Comr. Frieda B. Hennock) reopened the color question. Two reasons were at the bottom of this: (1) CBS had proudly announced it had gotten its color system into 6 mc, and (2) since there seemed to be every indication that uhf was going to be opened up, another look at color was necessary or there would be no place left for color TV.

The 1949-50 hearings ran for a year. Long, tedious, technical and acrimonious, they saw CBS put out a good TV color picture, simple, inexpensive—but still incompatible. Opposing CBS, again, was RCA, with the bulk of the manufacturers supporting it. RCA had a complex system that did not show to advantage until late in the proceedings. But RCA's system, again, was compatible. Both were within the 6 mc width demanded by the Commission.

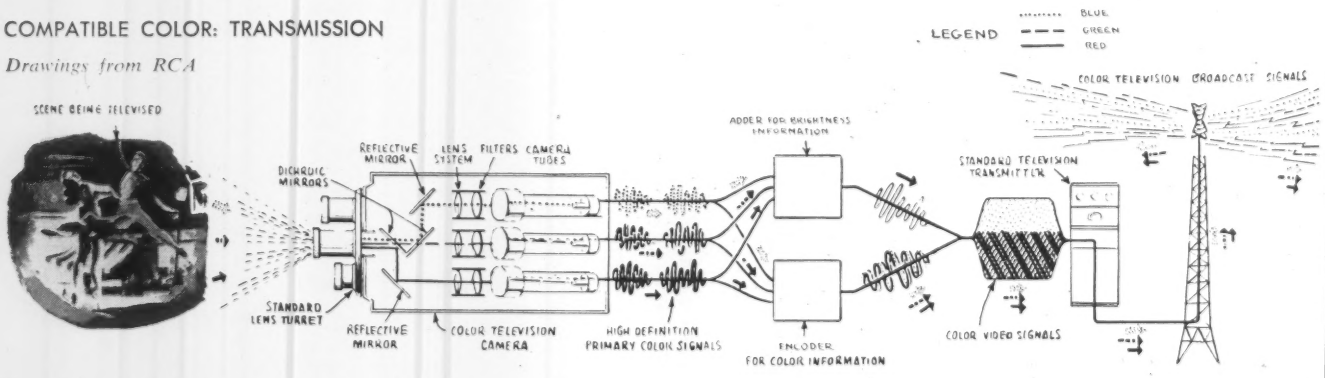
After hearing the pros and cons and deliberating among themselves, the FCC late in 1950 chose the CBS system and denied the RCA proposition. RCA refused to accept the decision, appealed up to the Supreme Court. In 1951, the Supreme Court upheld the FCC's choice.

CBS almost immediately began colorcasts over the network. Its manufacturing subsidiary, CBS-Columbia Inc., commenced the production of color TV sets. A few other manufacturers tentatively produced color receivers.

Late in 1951, a few months after the eruption of what was then called the

COMPATIBLE COLOR: TRANSMISSION

Drawings from RCA



controversy

By Earl B. Abrams

Color television's state of suspension may end soon. Chances are a compatible system will be presented for FCC approval by July 1 and color by Christmas is a possibility. But before final adoption of a color system, you can look for more of the disputing that has surrounded the color question for the past four years.

Korean "police action", the National Production Authority issued its Order M-90 which in effect prohibited the manufacture of color TV receivers.

So, because of the Korean War, the CBS color system was still-born. For two years, color TV was academic, not an actuality.

When the Commission issued its final decision favoring CBS's field sequential system, it "left the door open" for future developments. It said that if a superior system came along it would certainly take it under consideration.

Radio-TV manufacturers, still convinced that only a compatible color system was worthy, formed the National Television System Committee (NTSC). Its purpose was to pool the knowledge of the industry in order to come up with standards for a compatible color system. In the more than two years of its existence—based on the work of 200 engineers representing 91 companies—it has drawn up specifications, tested, re-tested and is now on record as claiming it has the answer.

Relatively quiescent in the last two years, color TV was splashed to the fore again early in 1953 when Sen. Edwin C. Johnson (D-Colo.) publicly charged that "large interests" were conspiring to retard its introduction until they had saturated the black-and-white set sales market. He called on the Senate Interstate and Foreign Commerce Committee to investigate the situation.

Before Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Commerce Committee, could do more than issue a statement acknowledging Sen. Johnson's request, the House Interstate and Foreign Commerce Committee announced it was going to hold a hearing on that very subject. Chairman of the House committee is Rep. Charles A. Wolverton (R-N.J.).

That hearing ran for a month, earlier this year. It heard an array of industry witnesses and FCC officials. Generally, what was brought out was this:

1. The NTSC standards were acknowledged to be in final form—except for some further testing.

2. RCA vowed it would petition the FCC to commercialize NTSC standards by summer.

3. CBS said it would make no move to resume operations on the authorized field sequential system until the color situation was "clarified."

4. FCC said it would have to be cautious in considering the matter, but felt that any proceedings should not take as long as previous ones.

5. NPA revoked M-90.

6. Chairman Wolverton was so impressed with the RCA color demonstrations at Princeton that he foresaw "color TV by Christmas."

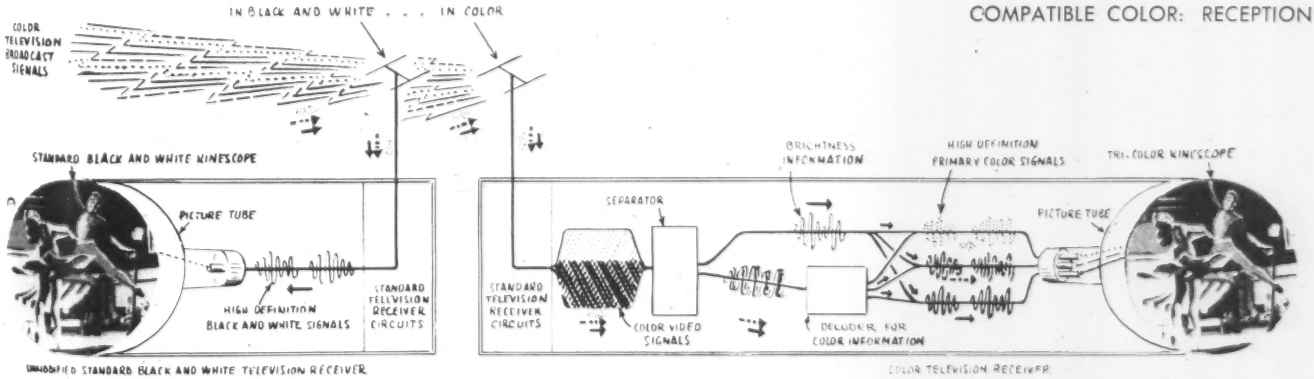
In holding the door open for the consideration of other color TV systems, the FCC in its 1950 color decision specifically spelled out the "minimum criteria" which would have to be met in order to supersede what was then considered the only workable system —CBS's field sequential method. These are the criteria that any color system must have:

- It must operate in a 6-mc band.
- The color picture must have a high quality of color fidelity, adequate apparent definition, good picture texture and be unmarred by misregistration, line crawl, jitter or unduly prominent dot or other structure.
- The color picture must be bright enough to permit adequate contrast range and capable of being viewed under normal home conditions without objectionable flicker.
- The color receiver must be simple enough to operate in the home, with no critical registration or color controls, and cheap enough to be available to the "great mass of the American purchasing public."
- It must be capable of being operated by normal station technicians and the costs of apparatus must not be so high that it would restrict color TV station operation or ownership.
- It must not be unduly susceptible to interference.
- It must be capable of being transmitted over intercity relay facilities in existence or which may be developed in the "foreseeable" future.

There the matter rested—officially.

Within the industry, battle lines seem to be forming. RCA has promised and gives every indication of going to the Commission soon asking for commercialization of the NTSC standards. NTSC is understood to be split—between those who feel more tests are required and those who feel that

COMPATIBLE COLOR: RECEPTION



the thing should be wrapped up and submitted, pronto, to the FCC.

Comments about "color by Christmas" have gotten rough treatment from manufacturers. Only in the last few weeks, one of the most outspoken, Philco's James H. Carmine, termed that hope "silly."

Mr. Carmine's boss, Philco President William Balderston, predicted at the Philco convention in Atlantic City early this month that the mass production of color receivers cannot occur before 1956—assuming that the FCC gives its blessing to the NTSC standards by Jan. 1, 1954.

Dr. Allen B. DuMont, who has been bluntly antagonistic to the view that the NTSC standards were ready, expressed his conviction that another year of study and testing was required and that color TV was still five years away.

Other manufacturers have been equally pessimistic on the time element.

NTSC's official position—or, at least, that of its chairman, Dr. W. R. G. Baker, GE Electronics Division vice president—is that the current NTSC project can be wound up by September. Then, he said recently, allowing 45 to 60 days for writing up reports and putting them together, NTSC can go to the FCC with the whole works tied up in a nice, multi-hued ribbon. Dr. Baker looks for FCC approval by March 1954, and foresees some network colorcasting by mid-1954, with the beginning of significant color TV receiver production in the fall of that year.

In more recent announcements, RCA has strongly intimated that it would file "before July 1."

This conflict between NTSC spokesmen and RCA is basically the reason for the uncertainty as to when the FCC will get the case and when it might come out with a decision.

Suggestions that the FCC take the bit in its own teeth and start the hearings on its own motion, or telescope them so that a quick decision can be issued, have gotten little encouragement from FCC officials. Both former Chairman Paul A. Walker and present Chairman Rosel H. Hyde have insisted that so momentous a move as setting up color TV standards must be given careful examination. Also, they have pointed out, certain time elements are required by law. Both acknowledged that with two previous color hearings behind them, the new hearing should not take too long.

Gen. David Sarnoff, who has been in the forefront of the fight for a compatible color system, implied that RCA would file by July 1 when he told broadcasters at the NARTB Los Angeles convention that he thought the NTSC standards were ready then for submission to the FCC. He said RCA would go along with a few more months of testing, but he warned any further delay would mean RCA would go it alone in filing with the Commission.

If there were complete unanimity on the part of all color protagonists, and if the FCC were satisfied that the NTSC standards were all that they are claimed to be, and if there were no need for demonstrations or oral arguments, the FCC could probably settle the matter in 30 days. But that is not realistic.

Assuming general agreement on the standards, but the need for demonstrations and some kind of oral presentations (perhaps just cross-examination), the best minds at the FCC estimate that a first decision could be issued in about three to four months after a petition is filed. Final effective date might mean another four to six weeks, they say.

In very tenuous form this is how the Commission might proceed on color TV: Within two weeks after a petition is filed, the Commission could issue a formal notice of rule-making and call for comments within 30 days. Following the filing of comments, the Commission could give the opposition (if any) two weeks to file counter-comments. Last filings would be rebuttals—about 10 days. At this point, there probably would have to be a week or 10 days of demonstrations and questioning. Then the record would be closed. A proposed decision might be issued in about 30 days thereafter, and, if all went well, another 30 days could see the new color system cleared for operation.

Color in November?

In other words, at the most optimistic, an initial decision could be delivered in 110 days from the date the petition is filed, and a final decision in 140 days. If a petition were actually submitted July 1, color—compatible, all-electronic color—could be officially sanctioned by the FCC by mid-November.

So, color TV by Christmas (if by that is meant official approval) could be so.

But, there's one flaw in that estimate.

Is there going to be any opposition to the NTSC standards?

Off-hand, it doesn't appear likely. After all, NTSC was established by the manufacturers for the very purpose of hammering out the standards for a compatible color system and all hands agree that is what it's done.

On the other hand, there's a question just how far those who disagree might go. Dr. DuMont has stated publicly he doesn't think NTSC standards are final. Just how obdurate he will be is unknown. Will he oppose the NTSC standards? Will he insist on his day in court? No one knows yet.

Then there's CBS. After all it is still the sponsor of the only official color TV system. Even though Frank Stanton, CBS president, said CBS has no intention of trying to restart its system until after the FCC has acted on the NTSC standards, there is doubt in many people's minds whether CBS will remain mum.

There are other unknowns. How deeply does the Commission feel about the patent situation? How many demonstrations will Commission engineers insist on and how extensive must they be? Will various factions within NTSC shoot holes in its final report? Are there any other color systems lying fallow, awaiting the Commission's call?

All of these would prolong the hearings until even those 1954 predictions for a color decision might look optimistic in retrospect.

But, no matter what the FCC proposes, it is the manufacturers who usually dispose. The Commission's attempt to impose "bracket" standards during the last color hearing showed that.

What are their views on the imminence of color TV?

The Philco executives' estimates are generally those of the majority of their fellows. General Sarnoff told RCA licensees last month that his company could start production of color TV sets in nine to 12 months after the FCC's decision. He said he thought mass production (500,000 sets a year) could be reached in about two or three years thereafter. Admiral's Ross Siragusa told his distributors that satisfactory color sets won't be on the market for at least 18 months, more probably two years.

All manufacturers are in agreement that the cost of color receivers is going to be high—compared to the $200 or less for today's basic black-and-white table models.

Gen. Sarnoff estimated $800-$1,000 for the early receivers. Mr. Balderston said that a 14-in. table model would cost that much. RCA's Dr. E. W. Engstrom estimated that the first sets would be about 50% higher than comparable black-and-white sets, but that this would fall after mass production started, to about 25% higher. Dr. DuMont unqualifiedly estimated that color sets would always cost 50% more than comparable monochrome sets. Arthur V. Loughran, Hazeltine Electronics Corp. director of research, figured the first color receivers would be priced at three times their sister black-and-white sets. Dr. Baker recently used the $800 figure as his estimate of the probable price of a 21-in. color receiver.

Only three tri-color tubes are known to be available today. RCA has one, Chromatic Television Labs. Inc. has the Lawrence tube, and GE has the Lafferty tube. The RCA tubes will cost $175-200 each, it has been estimated. The Lawrence tube is said to be about $30-$35 more expensive than its companion black-and-white tube. No figures have been released on the cost of the Lafferty tube. Undoubtedly there are other color tubes in various stages of development, but these are the only three that have been made public.

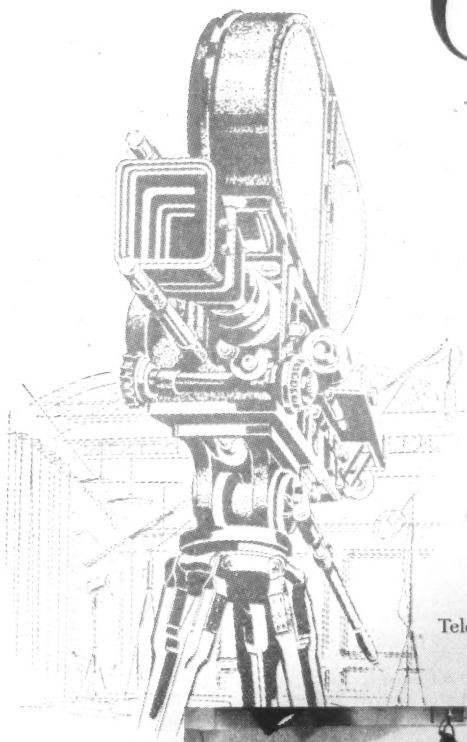
Heart of any color receiver would be the color tube. One of the objections to the CBS system was that it uses a whirling disc to add color to the video picture. Opponents have tagged the CBS system the "mechanical" system because of this, but a workable tri-color tube could be used for the CBS method.

What about programming? Only RCA-NBC has made public its plans for that aspect. As related by NBC Vice Chairman Sylvester L. (Pat) Weaver to NBC affiliates a few weeks ago, NBC plans to put on two evening half-hours weekly, plus additional time in the daytime from two color studios in New York at the inception of color. Plans call for five color studios, he said. Costs to stations, Mr. Weaver said, would be about $15,000 to add equipment to receive and broadcast network color TV.

As if to show their faith in NBC, 37 affiliates have signed up to show network color when it arrives.

With so much smoke, there must be fire somewhere. In this case even if the fire is but an ember, it is struggling to flare up. With members of Congress blowing on it there doesn't seem to be much doubt that its chances of becoming a blaze are good.

PROUDLY CREATED TO *Outperform!*

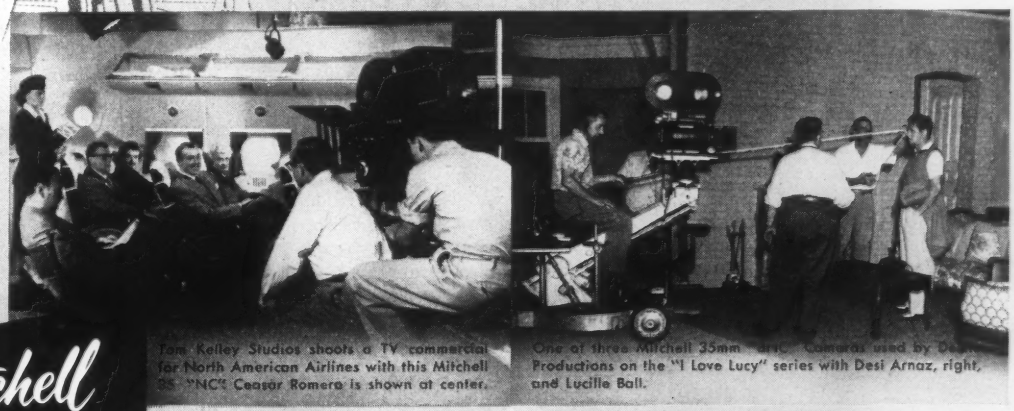


Mitchell* CAMERAS

THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35. "NC" Ceasar Romero is shown at center.

One of three Mitchell 35mm [illegible] cameras used by Desi Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

the 1 and only Mitchell

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

XUM

PROGRAMS & PROMOTIONS

POP-UP MAP

WAVE-TV Louisville, Ky., in an effort to convince advertisers that tower height is the most important factor in TV coverage, is distributing a "pop-up" map, in which a picture of the station's new 1,600-foot tower (above sea-level) literally pops up. In front of the new tower pop-up, is a pop-up of the old tower, illustrating in three dimensions and in correct proportions the difference between the old and new towers. Also illustrated on the 18" by 11½", seven-color map are two concentric circles, showing old and new station coverage, with comparative market data sumarized in the right lower corner. Copy at left explains relative importance of tower height, channel and power. Agency for the station is Doe-Anderson Inc., Louisville.

DECORATED CONTINUITY SHEETS

IT IS the feeling of KDAL Duluth, Minn., that continuity sheets used by radio stations reach more actual prospects and customers than do any other form of printed advertising from stations. In line with this attitude KDAL has developed four-color continuity sheets, which it changes every three months, for greater impact on the advertiser. Each sheet has clever illustrations running around the edge showing various types of radio listening: the farmer milking a cow, housewife, teen-ager, motorist, etc. The overall theme is "Everywhere you go—there's Radio" I. F. I., Duluth, is the agency.

CBS FILM

CBS Radio's new motion picture, "It's Time for Everybody," which highlights the changing character of American market and its effect on advertising media, was premiered June 16. The 16-minute, full-color animated film was shown at Ciro's in Hollywood, and additional showings are scheduled for New York and other major cities. The film is said to suggest that advertisers must consider more even distribution of incomes among Americans today and to note that radio covers 98% of American homes.

TV COVERAGE BOOKLET

WABI-TV Bangor, Me., has released an interesting transparent-acetate-covered booklet explaining its wide coverage despite its low power. According to the station, WABI is the lowest-powered TV station in the country. The almost-completely mimeographed brochure contains graphs, tables and colored maps, as well as market data.

AP HISTORY

HISTORY of the AP from its founding in 1848 up to the present time will be portrayed in a weeklong television series over WABD (TV) New York, starting today (Monday), 6:30-6:45 p.m. EDT. The series, which will be produced on the station's *Mono-Drama Theatre* program, will use one actor, films and still pictures to recount the story of the press association. It is based on the book, *AP—The Story of News*, by AP assistant general manager Oliver Gramling.

PULSE RATINGS
that make Sponsors' hearts beat faster . .

WBNS Radio has more listeners than any other Central Ohio station . . . the 20 top-rated (Pulse) programs heard in this billion-dollar market are heard on sets steadily tuned in to WBNS.

It's no wonder Central Ohioans get the WBNS listening habit . . . CBS headliners Jack Benny, Arthur Godfrey, Amos n' Andy, Lux Radio Theatre, daytime serials, plus popular local talent, attract listeners . . keep them tuned in hour after hour.

Check John Blair for Pulse ratings of WBNS programs — compare with any other Central Ohio station and learn why more sponsors buy time on the one BIG station with a BIG audience of steady listeners.

CBS for CENTRAL OHIO

ASK JOHN BLAIR

WBNS radio

COLUMBUS, OHIO

PEOPLE

Advertisers

William H. Ferriss, copy chief for men's adv. dept. of General Shoe Corp., named advertising manager for Temco Inc., Nashville, Tenn. (floor furnaces, wall heaters, space heaters and clothes dryers).

Agencies

Gordon D. Cates, vice president of Biow Co., N. Y., for past two years, rejoins Lennen & Newell, N. Y., as senior vice president.

Fred D. Dwyer, account executive, appointed vice president of Ingalls-Miniter Co., Boston.

Crofton Jones and **Tyler MacDonald,** account executives, Hixson & Jorgensen Inc., L. A., named vice president in charge of industrial marketing and vice president-account supervisor, respectively.

Ben Alcock, head of television commercial production dept., and **Roy Winsor,** head of creative programming for radio and television, of Biow Co., N. Y., have been appointed vice presidents of agency.

Mr. Alcock

Mr. Winsor

Joe Fulghum, account executive, Biow Co., N. Y., to Young & Rubicam Inc., Hollywood, in similar capacity on Max Factor Co. account.

Robert H. McCullough, production manager and account executive, Showater Lynch Adv. Agency, Portland, Ore., named production manager for Don Allen & Assoc., that city.

Ken McAllister, account executive on Procter & Gamble's Camay Toilet Soap, promoted to account supervisor, Benton & Bowles. **Mark Becker,** member of agency's Tide account group, named acount executive on Ivory Snow.

E. M. Bressett, Duane Jones agency, named executive assistant to president, as general supervisor on plans for all accounts.

James R. Johnson, advertising manager, Campbell Soup Co. (tomato juice, catsup and Franco-American products), Camden, N. J., to BBDO, N. Y., as account executive.

William A. Murray, space buyer, Brooke, Smith, French & Dorrance, Detroit, to Geyer Adv., N. Y., as media director of its Detroit office.

Edwin M. Benedict named head of BBDO, L. A., market research dept.

Diane Fairbrother, KSTP-AM-FM St. Paul, appointed radio and TV director for David Inc. Adv., that city.

Edward P. Roden, director at KTTV (TV)

Hollywood, to Hixson & Jorgensen Inc., L. A., as TV producer.

Audrey Weston, promotion department, KTTV (TV) Hollywood, to William Esty Co., same city, as assistant to **Arnold Webster,** manager.

Edwin Duerr, Young & Rubicam, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in program supervision and production as well as new program development.

Farlan I. Myers, account supervisor and secretary of Factor-Breyer Inc., L. A., to Young & Rubicam Inc., Hollywood, radio-TV production staff.

Daniel C. Ellis, J. Walter Thompson Co., N. Y., to Kudner Agency Inc., N. Y., as member of copy staff.

Wilmot T. Bartle, Cities Service Petroleum Inc., N. Y., to Morey, Humm & Johnstone, that city, in sales promotion dept.

Bud Gammon, Benton & Bowles, N. Y., to Blow Co., N. Y., as agency producer of *Search For Tomorrow*.

Stations

Frank Silva named station manager of WPTS Pittston, Pa.

Everett Wren, senior producer at KBTV (TV) Denver, promoted to production manager.

Mr. Wren

Edgar L. Deatherage, formerly sales service manager of KYNO Fresno, Calif., apopinted director of national sales for KJEO-TV Fresno.

Eugene B. Dodson, WKY-TV administrative assistant manager, promoted to newly created position of station manager for night operations. **Wakefield Holley,** chief announcer, appointed assistant manager for night operations.

Virginia B. Welch, continuity chief, promoted to program director and **Tom Leahy** promoted to production manager and chief announcer at KWBB Wichita, Kan. **Bill Hart,** electronic div. of Beech Aircraft Corp., to KWBB engineering staff.

Richard O. deVareness, sales representative for Procter & Gamble Co., L. A., to KNX Hollywood as account executive.

Sam Benson, senior staff announcer, KLAC Hollywood, elevated to program supervisor, replacing **Charles Craig,** who has resigned.

Ken Goldblatt, national sales manager of cooperative programming at MBS, to WOV New York, as member of sales staff.

Charles R. Laurel, divisional sales manager for Cam-Pro Corp., Fon du Lac, Wis., to sales staff of KWBU Corpus Christi, Tex. **Bayliss Corbett,** WFIN Findlay, Ohio, named head of publicity and public relations for KWBU.

Duncan Oliphant, producer on WGAN Portland, Me., named education director of Guy Gannett Bcstg. Services (WGAN and WGUY-AM-FM Bangor, Me.).

Wayne Hansen has returned to WHBF-TV Rock Island, Ill., on technical staff; **Milton Boyd** is new announcer on WHBF-TV; **William Rhodes** to WHBF-TV technical staff, and **Marvin Houtz** to sales staff, WHBF-AM.

Jack Mitchell named technical operations engineer of WDTV (TV) Pittsburgh.

James McNamara, following military leave during which he handled press relations for **General James Van Fleet** in Korea, returns to KLAC-AM-TV Hollywood, as day news editor. **Ed Lyon** becomes night news editor.

James Narz, staff announcer-disc m.c. at KPOL Los Angeles, resigned to freelance in TV.

George Sanders, continuing to free lance in TV, joins KPOL Los Angeles staff as disc m.c.

GEORGE W. NORTON (l), WAVE-TV Louisville president, discusses the station's new vhf Ch. 3 frequency and high tower with Ralph Robertson, assistant advertising manager of Colgate-Palmolive-Peet, at WAVE-TV's Waldorf-Astoria party May 26. More than 200 New York agency and advertising executives attended the presentation on WAVE-TV's new coverage, tower, power and channel.

Art Tacker, KTAO and WCOP Boston, to WBMS Boston, as disc jockey.

Elinor Lee, WTOP Washington, named food and homemaking editor.

Networks

Robert F. Kaufman, writer on CBS-TV *Alan Young Show*, and prior to that promotion manager, Paramount Pictures, N. Y. to CBS Radio, Hollywood, as manager of network program promotion department.

D. M. Marshman Jr., treasurer of Screen Writers Guild, Hollywood, on leave-of-absence to join CBS-TV New York, as consultant on daytime programming.

Floyd Van Etten, radio dept. of Needham, Louis & Brorby, Chicago, to NBC Chicago as radio and TV network sales executive.

Betty Forsling, director of talent and program development for ABC-TV, resigns, effective Aug. 1.

Jack Johnston, named director on CBS Radio *Family Skeleton*, co-sponsored by Manhattan Soap Co. (Sweetheart soap) and Toni Co. (Prom).

Jack Kruschen, radio-TV actor, assigned major role in MGM "The Lone, Long Trailer," starring **Lucille Ball** and **Desi Arnaz.**

Manufacturing

E. Finley Carter, vice president in charge of engineering, appointed vice president and technical director of Sylvania Electric Products Inc., N. Y. **Howard L. Richardson,** vice president in charge of industrial relations, replaces Mr. Carter as vice president in charge of engineering.

Mr. Carter

Mr. Richardson

Martin Gorn announces acquisition of assets of International Connector Corp., formerly of Paterson, N. J., to be known as Gorn Electronics, div. of Gorn Electric Co., Stamford, Conn.

John L. Lyons, sales manager, Kaye-Halbert Corp., Culver City, Calif., TV set manufacturers, resigned to establish own distributing concern.

A. Cameron Duncan named manager of merchandise operations of home instrument dept., RCA Victor Div., RCA, Camden, N. J. **Joseph J. Kearney,** manager of East Central renewal sales district for RCA tube dept., advanced to renewal sales manager for RCA radio batteries, replacing Mr. Duncan.

Dr. Willard Geer, associate professor of physics at USC and inventor of one of three recognized color TV tubes, to Hoffman Radio Corp. and Hoffman Laboratories Inc., L. A., as consultant on color in TV and military applications.

Mr. Schecter

Harry Schecter, general sales manager of N. Y. factory branch of Motorola, named general manager of CBS-Columbia Distributors Inc., N. Y.

George E. Dittman, renewal field sales representative for RCA tube dept., RCA Victor Div., N. Y., appointed manager of East Central renewal sales district of tube dept.

Ross Mason, executive vice president in charge of sales and advertising, Coronet Television Corp., Windsor, Canada, to Pacific Mercury Sales Corp., L. A. (TV set distributors), as advertising manager.

Jacob J. Repetto, superintendent of design and drafting, Clarostat Mfg. Co., Dover, N. H., promoted to assistant sales manager.

J. Calvin Affleck, advertising and sales promotion manager of receiver div., Allen B. DuMont Labs., elected national president of Middlebury College Alumni Assn.

New Grantees' Commencement Target Dates

* Educational permittee ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	.....
WPTR-TV Albany, N. Y. (23)	6/10/53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
WRBJ (TV) Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	....
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
WSTB-TV Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
WWTV (TV) Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
KSPR-TV Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	CBS Grant
WCiN-TV Cincinnati, Ohio (54)	5/14/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
KOMU-TV Columbia, Mo. (8)	1/15/53 10/1/53	NBC H-R TV Inc.
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAK-TV Columbus, Ga. (28)	3/11/53 Early Fall '53	..... Headley-Reed
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
KDIO (TV) Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
KTLV (TV) Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WGLV (TV) Easton, Pa. (57)	12/18/52 7/15/53	ABC, DuMont Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....

THE SCOPE OF THIS LIST

B•T's New Grantee's Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

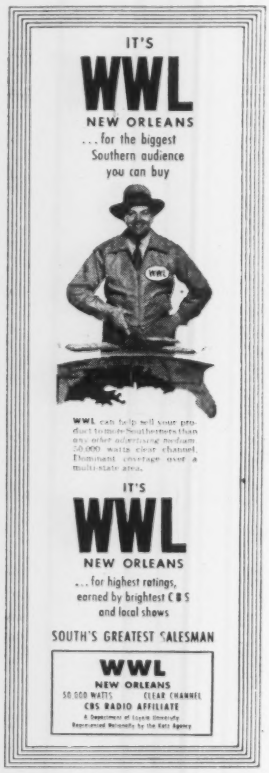
Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

What a station executive says about Standard Rate Service-Ads:

to sell more time,

reach the people in a position to buy

Howard Summerville, general manager, Station WWL, New Orleans, says . . .


IT'S
WWL
NEW ORLEANS
. . . for the biggest Southern audience you can buy
WWL can help sell your product to more Southerners than any other advertising medium. 50,000 watts clear channel. Dominant coverage over a multi-state area.
IT'S
WWL
NEW ORLEANS
. . . for highest ratings, earned by brightest CBS and local shows
SOUTH'S GREATEST SALESMAN
WWL
NEW ORLEANS
50,000 WATTS CLEAR CHANNEL
CBS RADIO AFFILIATE

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

"We know that media men must eventually turn to SRDS when they are considering schedules for this market, and we feel we are reaching the people who are ready and in a position to buy WWL."

8 ways a Service-Ad in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS Standard Rate & Data Service, Inc.

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

The National Authority Serving the Media-buying Function

Location & Channel	Date Granted & Target for Start	Network Representative
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	ABC Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Oct. '53	....
WTVS (TV) Gadsden, Ala. (23)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 May '54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	CBS Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
KGBS-TV Harlingen, Tex. (4)	5/21/53 Unknown	....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	CBS .....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
WCEE-TV Knoxville, Tenn. (26)	3/26/53	....
WWLA (TV) Lancaster, Pa. (21)	5/7/53 Fall '53	....
KLAS-TV Las Vegas, Nev. (8)	3/19/53 July '53	ABC, CBS Weed TV
General Bcstg. Co., Lawrence, Mass. (72)	6/10/53	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 8/1/53	..... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	..... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	ABC, NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	CBS .....
WTOK-TV Meridian, Miss. (11)	6/3/53 9/27/53	..... Headley-Reed
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 [CP stayed]	....
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
KFXD-TV Nampa, Idaho (6)	3/11/53 July '53	..... Hollingbery
WDHN (TV) New Brunswick, N. J. (47)	4/2/53 Unknown	....
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	..... Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Sept. '53	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	..... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	..... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 9/1/53	..... Petry
KOOL-TV Phoenix, Ariz. (10) (ST-KOY-TV)	5/27/53 10/1/53	....
KOY-TV Phoenix, Ariz. (10) (ST-KOOL-TV)	5/27/53 10/1/53	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
Metro. Pittsburgh, Pa. Educ. TV (13)*	5/14/53 Unknown	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	..... ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 7/1/53	ABC, CBS, DuM Avery-Knodel
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....

KOLN-TV 12

CHANNEL

LINCOLN, NEBRASKA

Capital City's First with HIGHEST TOWER *and* GREATEST POWER

26,900 Watts Visual
13,400 Watts Aural

REAP Your SHARE of the Cornbelt DOLLAR!

More Than 430,000 Buyers in the Prosperous Southeast Nebraska Market.

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in Dayton only

WLW-D

"plusses" your TV advertising with C. S. D.*

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Southwest Daytimer

$45,000.00

A 1000 watt daytimer in rich manufacturing and resort area. Profitable facility. Modern and new in all respects. Excellent financing for the right party.

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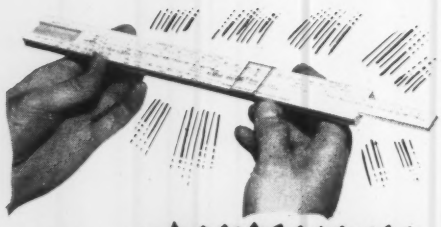

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Attractive Leatherette case and instructions included. Please order on your letterhead. Only $5.45 NET

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2115 Prospect Ave., Cleveland 15, Ohio

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WRNY-TV Rochester, N. Y. (27)	4/2/53	.....
	Unknown	.....
Star Bcstg. Co., Rochester, N. Y. (15)	6/10/53	.....
	.....	.....
Greater Rockford, Ill. TV Inc. (13)	5/14/53	.....
	Unknown	.....
KPIC (TV) Salem, Ore. (24)	1/29/53	.....
	Sept. '53	.....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	ABC
	Fall '53	Hollingbery
KALA (TV) San Antonio, Tex. (35)	3/26/53	.....
	.....	.....
WJON-TV St. Cloud, Minn. (7)	1/23/53	.....
	Late Oct. '53	Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	CBS, DuM
	8/1/53	Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53	.....
	Late 1953	.....
KETC (TV) St. Louis, Mo. (9)*	5/7/53	.....
	Unknown	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53	.....
	11/15/53	
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53	.....
	9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	[CP stayed]	.....
WBOC-TV Salisbury, Md. (16)	3/11/53	.....
	10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53	.....
	Unknown	.....
KBAY-TV San Francisco (20)	3/11/53	.....
	Unknown	.....
KSAN-TV San Francisco (32)	4/29/53	.....
	Unknown	McGillvra
Van Curler Bcstg. Corp., Schenectady, N. Y (35	6/11/53	.....
	.....	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
KOMO-TV Seattle (4)	6/10/53	.....
	.....	.....
KDRO-TV Sedalia, Mo. (6)	2/26/53	.....
	Early '54	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	ABC
	July 1953	Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53	.....
	Late fall '53	.....
KCOK-TV Tulare, Calif. (27)	4/2/53	DuM
	Sept. '53	Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53	.....
	Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Nov. '53	Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
	.....	.....
WINT (TV) Waterloo, Iowa (15)	4/16/53	.....
	10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
WTRF-TV Wheeling, W. Va. (7)	4/22/53	.....
	10/1/53	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	ABC
	8/1/53	Petry
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed TV
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53	.....
	Unknown	.....
KIVA-TV Yuma, Ariz.	3/25/53	.....
	Unknown	.....

Key Excerpts of NARTB Bulletin on Baseball

See story in Government section

To appreciate the full significance of the new and far-reaching problem raised by this proposed legislation, remove the two words "professional baseball" from the title of S 1396 and insert in their place any one of many other types of radio and television program matter regularly broadcast in response to the public interest. The danger is obvious.

The Congress of the United States is being asked . . . to make a specific exemption for professional baseball from the anti-trust laws on the basis of an alleged—although as yet unsubstantiated—charge that radio and television broadcasting is the principal cause of its economic trouble. . . .

This bill restricting the broadcasting of professional baseball is doubly dangerous because, to use a term familiar to the sports world, it is a "sleeper." On the surface, and in the language of its supporters it appears to be nothing more than a commendable effort to shore up the shaky economics of the minor league baseball clubs of the country. But when you strip it of its lengthy definitions and legislative decoys, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television.

It would seem evident from most of the testimony given at the hearing that a major strategy of the proponents of this bill is to make it appear that a "vote for" S 1396 is a "vote for" baseball. On the other hand, anyone who has shown a disposition to oppose the bill has been pictured as being "against" baseball, the great American sports pastime.

On anti-trust aspect:

The supporters of S 1396 say over and over again that they do not think joint agreements between baseball clubs to restrict radio and television broadcasts are in violation of the anti-trust laws. Yet at the same time, this bill has been prepared and its advocates now ardently press for its adoption by Congress. The one clear purpose of this bill is to specifically exempt certain baseball club agreements pertaining to broadcasting from anti-trust sanctions—a radical and unnecessary departure from established anti-trust principles which would deny broadcasters and the public the right to contest the legality of these restrictive agreements.

During the Senate hearings, those who were in favor of this bill took frequent occasion to blast the Dept. of Justice for its part in raising the anti-trust question about the celebrated Major League "Rule 1(d)," which authorized restrictive broadcast rules by baseball clubs acting in concert. And yet, even as the witnesses and the chairman of the subcommittee berated the Dept. of Justice, in the very next breath baseball officials stated that they did not relish a court test of Rule 1(d). Such a move would have determined the true legal status of this device which permitted the baseball clubs acting together to restrict radio and television broadcasts of games in specified

JET FIRE IS SURE FIRE!

Sure Fire Merchandising that is—as WPTR offers its JET- FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS
UPSTATE NEW YORK'S LEADING INDEPENDENT
Represented by Weed and Co

territories for which the broadcasters had secured equitable contracts from the clubs in play. Confronted with the steady pressure from the Dept. of Justice, the baseball clubs rescinded Rule 1(d) as a formal rule of the baseball agreements, thus declining to test its anti-trust status in the courts.

The public suffers most when restrictive agreements such as Rule 1(d) are in effect. The fact that S 1396 legalizes depriving the public of what it might otherwise be permitted to enjoy through radio and television coverage is another vital issue in this bill which has been glossed over by its supporters. . . .

On property rights:

The NARTB recognizes the property right of a professional baseball club in the actual performance of its exhibition, and in opposing this bill, does not challenge the individual club's privilege to sell or to withhold its actual performance rights. What we oppose is the setting aside of the protection of the anti-trust laws and the legalizing of the combination, or more realistically the collusive principle which is the purpose of S 1396. We oppose this move which gives legal authority to procedures which would deprive the public of its right to enjoy through radio and television those events which by the unrestricted interaction of competition have won high priority in the scale of public interest.

FCC Proposes Sec. 1.342 Change

HERE is text of FCC order revising its proposal with respect to requirements on filing of network affiliation, ownership, bulk time sales, management contract and other reports [B•T, June 15]. Original proposal was issued in February [B•T, Feb. 23]. Deadline on comments is July 13. Revised text follows:

APPENDIX

Section 1.342 of the Commission's Rules and Regulations is proposed to be amended by deleting the present text and substituting the following:

§ 1.342. **Filing of contracts, broadcast licensees and permittees.** Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements, contracts with news associations, or similar agreements. Transcriptions agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of Section 1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

(2) Bylaws and any instruments affecting changes in such bylaws.

(3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted.

(5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.

(6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by Section 1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music operations such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licensees or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in a management capacity of any person **other than** an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for **both** a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

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wan'na buy an-island?

PROBABLY YOU DON'T!

and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

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WTHI your BEST BUY in Terre Haute

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the NBC station serving greater YOUNGSTOWN, O.

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5,000 WATTS

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Duplicating on 50,000 Watts FM

LONDON BRIDGE IS
FALLING DOWN...
falling down . . . falling
down.
London bridge is falling
down,
MY FAIR LADY!
If your product or service shows a tendency similar to that of the bridge in the nursery game, call KMBC-KFRM, Kansas City, or your nearest Free and Peters office, for availabilities on the KMBC-KFRM Team.
"My Fair Lady" is a pretty important person in your sales game, and she's buying the things she hears about on the radio station she listens to most!
the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

ACTIONS OF THE FCC

June 10 through June 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of May 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,445	2,431	153	240	91
FM	598	567	52	9	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	124	233	357[3]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	144	35	179
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	792	337	627	502	1,129[2]
Educational	48		25	23	48
Total	840	337	652	525	1,177[1]

[1] Five CPs (2 vhf, 3 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 374 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Lawrence, Mass.—General Bcstg. Co. granted new TV station on uhf Ch. 72 (818-824 mc); ERP 22.9 kw visual and 12.3 kw aural; antenna height above average terrain 640 ft., above ground 433 ft.; estimated construction cost $255,235, first year operating cost $200,000, revenue $200,000. Post office address 11 Pemberton Sq., Boston. Studio location to be determined. Transmitter location Wood Hill, 2.3 mi. SW of Lawrence city limits. Geographic coordinates 42° 39' 16" N. Lat., 71° 13' 15" W. Long. Transmitter RCA, antenna Workshop Assoc. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include: President **A. Alfred Franks** (50%), retail clothier; **Rudolph** and **Justin Wyner** (25% each), textile manufacturers. Granted June 10.

Albany, N. Y.—Patroon Bcstg. Co. (WPTR) granted new TV station on uhf Ch. 23 (524-530 mc); ERP 257 kw visual and 135 kw aural; antenna height above average terrain 1,010 ft., above ground 248 ft.; estimated construction cost $445,000, first year operating cost $296,718, revenue $250,000. Post office address Hotel Ten Eyck, Albany. Studio location 87 State St. Transmitter location E. Berne Rd. Geographc coordinates 42° 38' 11" N. Lat., 74° 00' 11" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include: President **J. Myer Schine**, Vice President **W. R. David** (2.5%), Secretary **Howard Antevil**, Treasurer **John A. May, Harold E. Boldgett** (30%), **Bertha Ryan Asch** (10%) and **M. L. Prescott** (2.5%). Schine Chain Theatres Inc., exhibitor, owns 55%. Grant made possible by withdrawal of competitor WTRY Troy [B•T, June 15]. Granted June 11.

Rochester, N. Y.—Star Bcstg. Co. (WGVA Geneva, N. Y.) granted new TV station on uhf Ch. 15 (476-482 mc); ERP 288 kw visual and 151 kw aural; antenna height above average terrain 430 ft., above ground 325 ft.; estimated construction cost $427,214, first year operating cost $200,000, revenue $210,000. Post office address 87 Seneca St., Geneva, N. Y. Studio location to be determined. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include: President **Maurice R. Forman** (71.59%), owner Beam Adv.; Vice President **Thomas L. Brown** (11.84%); Secretary **R. Carleton Greene** (4.73%); Treasurer **Samuel E. Daley**; **Edward Menden** (11.84%). Star Bcstg. purchases competing applicant, WARC Inc. (WARC), for $110,000 subject to FCC approval [B•T, June 15]. Granted June 11.

Schenectady, N. Y.—Van Curler Bcstg. Corp. granted new TV station on uhf Ch. 35 (596-602 mc); ERP 245 kw visual and 126 kw aural; antenna height above average terrain 1,520 ft., above ground 543 ft.; estimated construction cost $400,000, first year operating cost $300,000, revenue $225,000. Post office address Proctor's Theatre Bldg., 432 State St. Studio location 432 State St. Transmitter location off Camp Pinnacle Rd., 2.2 mi. W of New Salem. Geographic coordinates 42° 37' 39" N. Lat., 74° 00' W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George P. Adair, Washington. Principals include: President **Simon H. Fabian** (25%), president Fabian Theatres Inc.; Vice President **Eleanor Fabian Rosen** (25%); Treasurer **Samuel Rosen** (25%), vice president Royal Diamond Watch Co., and Secretary **Edward L. Fabian** (25%), assistant secretary Fabian Theatres. Half-interest in grantee goes to Col. Harry C. Wilder and associates, owners of WTRY Troy, which dismissed uhf Ch. 23 application. Group buys physical assets of WXKW Albany for $300,000, whose permittee, Champlain Valley Bcstg. Corp., drops bid for uhf Ch. 35 at Schenectady. WXKW will be deleted [B•T, June 15]. Granted June 11.

Seattle, Wash.—Fisher's Blend Stations Inc. (KOMO) granted new TV station on vhf Ch. 4 (66-72 mc); ERP 100 kw visual and 50.1 kw aural; antenna height above average terrain 810 ft. above ground 880 ft.; estimated construction cost $1,115,460, first year operating cost $1,001,979, revenue $1,110,400. Post office address 100 4th Ave. N. Studio and transmitter location 100 4th Ave. N. Geographic coordinates 47° 37' 09" N. Lat., 122° 20' 51" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Fisher Flouring Mills Co. is sole owner. Principals include **O. W. Fisher**, president; **D. R. Fisher** and **W. W. Warren**, vice presidents, and **O. D. Fisher**, director. Grant was made possible by dismissal of competitive application of Mt. Rainier Radio & TV Bcstg. Corp. (KJR), whose chief owner, Theodore R. Gamble, receives option for one-third interest in new firm to be formed to operate new TV station. KOMO will remain under present ownership and separate operation. KJR would be sold by the Gamble interests [B•T, June 15]. Granted June 11.

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Applications

Evanston, Ill.—Northwestern TV Bcstg. Corp. requests uhf Ch. 32 (578-584 mc); ERP 24.25 kw visual and 13.06 kw aural; antenna height above average terrain 167 ft., above ground 233 ft. Estimated construction cost $165,300, first year operating cost $200,000, revenue $200,000. Post office address 2201 Oakton St. Studio and transmitter location 2201 Oakton St. Geographic coordinates 42° 01' 40" N. Lat., 87° 42' 18" W. Long. Transmitter and antenna GE. Legal counsel Arthur H. Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President and Treasurer **Angus D. Pfaff** (50%) and Vice President and Secretary **Howard S. Martin** (50%). Mr. Pfaff is vice president and one-third owner of Evanston Bcstg. Co., licensee of WNMP Evanston. Filed June 12.

Boston, Mass.—Massachusetts Bay Telecasters request uhf Ch. 5 (76-82 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 800 ft., and above ground 340 ft. Estimated construction cost $630,216, first year operating cost $700,000, revenue $1,100,000. Post office address 212 Essex St. Studio location to be determined. Transmitter location at Canton Ave., Great Blue Hill, Milton. Geographic coordinates 42° 12' 47" N. Lat., 76° 06' 51" W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include general partners **James F. Fitzgerald** (45%), **Roger L. Putnam** (45%) and **William L. Putnam** (10%). Roger Putnam is president of WWLP (TV), uhf Ch. 61 grantee at Springfield, Mass., and William Putnam is treasurer of WWLP (TV). Filed June 16.

Cincinnati, Ohio—Gordon Bcstg. Co. requests uhf Ch. 74 (830-836 mc); ERP 165 kw visual and 83.0 kw aural; antenna height above average terrain 610 ft., above ground 538 ft.; estimated construction cost $235,335, first year operating cost $240,000, revenue $265,000. Post office address c/o A. Bertram Roth, Room 1010, 140 Nassau St., N. Y. C. Studio and transmitter location 8th St. and Matson Pl. Geographic coordinates 39° 06' 17" N. Lat., 84° 33' 21" W. Long. Transmitter and antenna RCA. Legal counsel A. Bertram Roth, New York City. Consulting engineer Frank H. McIntosh, Washington. Principals: President **Sherwood R. Gordon** (70%), assistant to president of Wilbur Sales Corp., New York graphic arts firm; Secretary-Treasurer **Edna W. Gordon** (30%). Mr. and Mrs. Gordon are principals in the TV Corp of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Gordon Bcstg. has purchased WSAI Cincinnati (see Ownership Changes). Filed June 10.

Tulsa, Okla.—TulsVision Inc. requests vhf Ch. 2 (54-60 mc); ERP 100 kw visual and 60 kw aural; antenna height above average terrain 1,264 ft., above ground 1,101 ft. Estimated construction cost $605,000, first year operating cost $800,000, revenue $800,000. Post office address 550 E. 11 St. Studio location to be determined. Transmitter location at Black Dog Twp., 3 miles S. of Sand Springs. Geographic coordinates 36° 11' 24" N. Lat., 96° 07' 30" W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Schellenberg, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **John C. Mullins** (50%); Secretary and Treasurer **R. M. Hays** and Chairman of the Board **John E. Mabee** (50%). Mr. Mullins is president and general manager of KPHO-AM-TV Phoenix. Filed June 16.

Houston, Tex.—Houston TV Co. requests vhf Ch. 13 (210-216 mc); ERP 316 kw visual and 229 kw aural; antenna height above average terrain 1,043 ft., and above ground 1,079 ft. Estimated construction cost $1,243,928.14, first year operating cost $850,000, revenue $950,000. Post office address 3005 Louisiana, Houston. Studio location to be determined. Transmitter location at intersection of Alpine Rd. & Airline Drive 12.5 miles N. of the center of Houston. Geographic coordinates 29° 55' 59" N. Lat., 95° 24' 14" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Lloyd J. Gregory**; Vice President **Edwin H. Dyer**; Secretary-Treasurer **Gail Whitcomb.** Ownership is distributed among 15 stockholders each holding an equal share. Mr. Gregory in 1946-1951 was vice president and general manager of *Houston Post* (KPRC-TV) and holds a 50% interest in Gregory-Giezendanner Adv. Filed June 12.

Existing TV Stations . . .

Actions by FCC

KCSJ-TV Pueblo, Colo.—Star Bcstg. Co. granted STA to operate commercially on vhf Ch. 5 from June 10-Oct. 20. Granted June 9; reported June 16.

WROM-TV Rome, Ga.—WROM-TV Inc. granted modification of CP to change ERP from 2.9 kw visual and 1.45 kw aural to 30.9 kw visual and 15.5 kw aural; antenna height above average terrain 720 ft. Granted June 9; reported June 16.

WFAM-TV Lafayette, Ind.—WFAM Inc. granted STA to operate commercially on uhf Ch. 59 from June 8-Aug. 23. Granted June 8; reported June 16.

WCOC-TV Meridian, Miss.—Mississippi Bcstg. Co. granted modification of CP to change ERP from 210 kw visual and 110 kw aural to 251 kw visual and 132 kw aural; antenna height above average terrain 560 ft. Granted June 12; reported June 16.

WHIO-TV Dayton, Ohio—Miami Valley Bcstg. Corp. granted modification of CP to change antenna height above average terrain to 1,145 ft. Granted June 12, reported June 16.

KBES-TV Medford, Ore.—Southern Oregon Bcstg. Co. granted modification of CP to change ERP from 19 kw visual and 9.8 kw aural to 29.2 kw visual and 15.9 kw aural; change antenna height above average terrain from 460 ft. to 429 ft. Granted June 12; reported June 16.

WFIL-TV Philadelphia—Triangle Publications Inc. granted CP to increase ERP from 27 kw visual and 13.5 kw aural to 100 kw visual and 50.1 kw aural; change designation of studio location (not a move); antenna height above average terrain 650 ft. Granted June 10; reported June 16.

WPTZ (TV) Philadelphia—Westinghouse Radio Stations Inc. granted change of ERP from 16 kw visual and 8 kw aural to 100 kw visual and 50.1 kw aural; add power amplifiers, correct geographic coordinates (not a move) and install emergency antenna pending change-over to improved operation. Antenna height above average terrain 750 ft. Granted June 12; reported June 16.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. granted modification of CP to change ERP from 290 kw visual and 150 kw aural to 178 kw visual and 93.3 kw aural; make slight change in transmitter location (description same but geographic coordinates change); antenna height above average terrain 1,170 ft. Granted June 11; reported June 16.

KMO-TV Tacoma, Wash.—KMO Inc. granted modification of CP to change ERP from 120 kw visual and 71 kw aural to 95.5 kw visual and 57.5 kw aural. Granted June 11; reported June 16.

WKOW-TV Madison, Wis.—Monona Bcstg. Co. granted STA to operate commercially on uhf Ch. 27 from June 21-Dec. 21. Granted June 9; reported June 16.

Call Letters Assigned

KOY-TV Phoenix, Ariz.—KOY Bcstg Co., vhf Ch. 10. Share time with KOOL-TV.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc., vhf Ch. 10. Share time with KOY-TV.

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey, uhf Ch. 20.

WCTB (TV) Bridgeport, Conn.—Connecticut State Board of Education, educational uhf Ch. 71. Changed from WCBE.

WEDH (TV) Hartford, Conn.—Connecticut State Board of Education, educational uhf Ch. 24. Changed from WCHF.

WCTN (TV) Norwich, Conn.—Connecticut State Board of Education, educational uhf Ch. 63. Changed from WCNE.

WJHP-TV Jacksonville, Fla.—The Jacksonville Journal Co., uhf Ch. 36.

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co., vhf Ch. 3.

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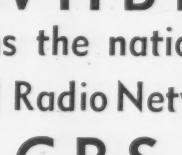

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WTRC-TV Elkhart, Ind.—Truth Pub. Co., uhf Ch. 52.

KDIO (TV) Davenport, Iowa—Mel Foster-Harold Hoersch, uhf Ch. 36.

KTLV (TV) Des Moines, Iowa—Rib Mountain Radio Inc., uhf Ch. 17.

WIBW-TV Topeka, Kan.—Topeka Bcstg. Assoc. Inc., vhf Ch. 13.

WCOW-TV St. Paul, Minn.—WCOW Telecasting Co., uhf Ch. 17.

KCMO-TV Kansas City, Mo.—KCMO Bcstg. Co., vhf Ch. 5.

WACA-TV, Camden, S. C.—Camden Bcstg. Co., uhf Ch. 14.

KGBS-TV Harlington, Tex.—The Magic Triangle Televisors Inc., vhf Ch. 4.

KALA (TV) San Antonio, Tex.—Alamo TV Co., uhf Ch. 35.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc., uhf Ch. 19.

New AM Stations . . .

Actions by FCC

Alexandria, La.—Dixie Bcstg. Service granted new AM station on 1410 kc with 1 kw daytime. Grantee includes one-third owners Cyril W. Reddoch, Klien Evans and Ralph L. Hooks. Mr. Reddoch is 50% owner of KDLA DeRidder and KREH Oakdale, La. Mr. Evans owns 50% of KREH. Mr. Hooks is KDLA commercial manager. Post office address % Cyril Reddoch, Box 46, DeRider, La. Granted June 10.

Existing AM Stations . . .

Actions by FCC

KIMA Yakima, Wash. — Cascade Bcstg. Co. granted power increase on 1460 kc from 500 w night, 1 kw day to 5 kw fulltime, directional night. Granted June 10.

Reduce Operation

WSUI Iowa City, Iowa—State U. of Iowa granted authority to reduce hours of operation from unlimited to minimum of 6½ hours daily from Aug. 13-Sept. 26 during regular vacation period. Granted June 8.

Remain Silent

KBPS Portland, Ore. — Benson Polytechnic School granted authority to remain silent during summer vacation June 5-Sept. 21. Granted June 9.

Call Letters Assigned

WMRE Monroe, Ga.—Walton Bcstg. Co., 1490 kc, 250 w unlimited.

WJOT Lake City, S. C.—Lake Bcstg. Corp., 1260 kc, 1 kw daytime.

Existing FM Stations . . .

Actions by FCC

WBUZ (FM) Oakland, Md.—Chesapeake Bcstg. Co. granted modification of CP to change ERP from 6.3 kw to 18 kw and antenna height above average terrain to 160 ft. Granted June 8; reported June 16.

Call Letters Assigned

WGVE (FM) Gary, Ind.—School City of Gary, noncommercial educational, 88.1 mc, 10 w.

FM Station Deleted

WJPG-FM Green Bay, Wis.—Green Bay Newspaper Co. granted request to cancel license and delete FM station on Class B Ch. 266 (101.1 mc). Deleted June 9; reported June 16.

Ownership Changes . . .

Decisions

WAPI, WAFM (FM) and WAFM-TV Birmingham, Ala.—The Television Corp. granted transfer of control from Ed Norton (75%) and Thad Holt (25%) to The Birmingham News Co. for $2.4 million. Transfer may not be consummated until transferee has divested itself of all interest in WSGN-AM-FM-TV there, sold to Jemison Bcstg. Co. for $300,000 subject to FCC consent (see Ownership Changes, Applications). Comrs. Paul A. Walker and Frieda B. Hennock dissented. Granted June 10.

KDRS Paragould, Ark.—Daily Press Inc. granted assignment of license to Progressive Bcstg. Co., partnership of T. M. Self and G. T. Rand. Latter pair gave up their half interest in Daily Press Inc. and cancel debt of $6,000 due to them. Daily Press also will pay $8,500 mortgage. Granted June 10.

WTVP (TV) Decatur, Ill.—Decatur Prairie TV Co. granted modification of CP to change name to Prairie TV Co. No change in ownership. Granted June 12; reported June 16.

WLAW-AM-FM Boston-Lawrence, Mass.—Hildreth & Rogers Co. granted transfer of control from Irving E. Rogers, individually and as trustee for Irving E. Rogers Jr., Alexander H. Rogers II and Allen B. Rogers, to General Teleradio Inc. for $475,000. Assignment of license from Hildreth & Rogers Co. to General Teleradio also approved. Transfer and assignment may not be consummated until General Teleradio gives up interest in WNAC Boston and WLAW-FM. Latter will be deleted. Granted June 10.

WNAC Boston—General Teleradio Inc. granted assignment of license to Vic Diehm Assoc. Inc. for $120,000. General Teleradio, which acquires WLAW in another action (see above), retains WNAC-FM and WNAC-TV. Diehm group will rename WNAC with new call of WVDA and General Teleradio will rename WLAW with call of WNAC [B•T, June 15]. Vic Diehm Assoc. is owned 24.75% each by Mr. Diehm, Hilda Deisroth, E. H. Whitney and George M. Chiswell. Kathryn Kahler owns 1%. Diehm group also owns WAZL-AM-FM-TV Hazelton, Pa.; WIDE Biddeford, Me., and WHOL Altoona, Pa. General Teleradio is majority owner of MBS, owner Yankee and Don Lee Networks and WOR-AM-FM-TV New York. Granted June 10.

(New TV, uhf Ch. 16) Providence, R. I.—New England TV Co. of Rhode Island granted modification of CP to change corporate name to Ch. 16 of Rhode Island Inc. No change in ownership. Granted June 11; reported June 16.

Applications

WSGN-TV Birmingham, Ala. — Birmingham News Co. requests assignment of CP to Jemison Bcstg. Co. Latter has bought WSGN-AM-FM from assignor for $300,000 and CP for new TV station on uhf Ch. 42 also will be transferred. Birmingham News Co. disposes of WSGN properties because of its purchase of WAPI, WAFM (FM) and WAFM-TV Birmingham for $2.4 million from Ed Norton and Thad Holt [B•T, June 15]. Jemison Bcstg. Co. is headed by John S. Jemison Jr., investment banker. Filed June 15.

WSAI-AM-FM Cincinnati, Ohio — Buckeye Bcstg. Corp. requests assignment of license to Gordon Bcstg. Co. for $203,000. Buckeye is subsidiary of Storer Bcstg. Co., which sells because of purchase of WBRC-AM-FM-TV Birmingham for $2.4 million. Principals in Gordon Bcstg. Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sachs Corp., New York graphic arts firm. Mr. and Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Filed June 5.

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Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 833W, B•T and or salesman.

New 10,000 watt independent daytime opening about September 1st in southeast, needs personality hillbilly disc jockey, also good staff man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 945W, B•T.

Good announcer with first ticket for fine job with well established station in small Iowa community. Pleasant working conditions, insurance, $80 to start. Send qualifications, picture with first letter. Box 965W, B•T.

Livewire DJ who can sell own show; accent on sales; salary plus commission. 250,000 market, 1000 watt indie, N. Y. state. Box 970W, B•T.

Expanding independent needs experienced announcers with ideas. Prefer community-minded family men with varied talents. TV affiliate under construction. Salary open. Send complete data and disc or tape first letter. Box 979W, B•T.

Announcer, experienced. Small town daytimer. KBUD, Athens, Texas.

Immediate opening for good announcer to do radio and television work. Audition, references, picture, salary. KCSJ, Pueblo, Colorado.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Braun, WSVA, Harrisonburg, Virginia.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Progressive independent has opening for staff announcer. Contact William Fogg, KXJK, Forrest City, Arkansas.

Experienced staff announcer needed immediately by station with television CP. Midwesterner preferred. Send full details, photo, audition disc to Calo Mahlock, WKJG, Fort Wayne, Indiana.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Ill.

Immediate opening top grade announcers, salary open, references required from past employers. Send tape and photo first letter Manager, WMJM, Cordele, Georgia.

Help Wanted—(Cont'd)

Progressive independent in Ohio has immediate opening for a good announcer with first class license. Starting salary $325 a month for forty-five hour week. Contact Gene Mills, WONW, Defiance, Ohio.

Experienced announcer. Must be versatile. $70, up. Interview necessary. WVSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

Regional midwest network wants chief engineer who is an expert radio man. Box 948W, B•T.

AM control room operator. Start at $70 for 5 day, 40 hour week. Transfer to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 980W, B•T.

Cool colorful Colorado needs 1st ticket combo man, permanent, 1 kw, top pay. Box 983W, B•T.

Opening for transmitter or control operator. No announcing. First class license. Call or wire W. H. Torrey, Chief Engineer, KGNC, Amarillo, Texas.

Combination chief engineer-announcer. Contact Manager, KIBL, Beeville, Texas.

Chief engineer-announcer. Base $300. Extras. Furnished apartment available. Sports area. Permanent position. Phone or air mail photo, disc KPRK, Livingston, Montana. Act now.

Two combination men. One should be able to install new equipment and remain to operate it. New station KWRF, Warren, Arkansas.

Engineer—WIKB, Iron River, Michigan. Going remote after September. This is the U.P. Vacationland. Transmitter shift only. $57.50, forty hour week. Car required.

Opportunity for engineer with first class ticket at UHF TV and 5000 watt AM station. No experience in TV necessary. Permanent job, 40 hour week, excellent pension plan and free life insurance benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Transmitter engineers, car necessary, permanent. Television construction permit. Write WTRC, Elkhart, Indiana.

Immediately — engineers for AM-TV operation. Union scale. Contact Wallace Wurz, WTVH, Peoria, Illinois.

First phone engineer. $60 for 40 hours. Time and half overtime. Send photo, background, WWYO, Pineville, West Virginia.

Production-Programming, Others

Woman's director. Good pay for a young nice appearing, woman's director who can sell to local accounts, carry her own show and handle public relations for Oregon station in Willamette Valley. Box 906W, B•T.

Reporter under thirty to enter radio and television news. Requirements: political and court reporting background and good feature style. Apply Director, KWKH News, Radio Station KWKH, Shreveport, Louisiana.

Copywriter for 250 Mutual affiliate in friendly city near seashore. Airmail full data, salary requirements. WHIT, New Bern, North Carolina.

Immediately—Girl to handle copywriting and traffic. WRAC, Arcade Bldg., Racine, Wisconsin.

Help Wanted—(Cont'd)

Television

Salesmen

Experienced, record proven television salesmen for WMIN-TV, Minneapolis and St. Paul. This well known AM station plans to start telecasting soon on VHF Channel 11. Tremendous opportunity for topflight producers in nation's 12th largest retail market with television set circulation almost 400,000. Outline experience, performance record, age, domestic status first letter. Reply to WMIN, 611 Frontenac Place, St. Paul W4, Minnesota.

Technical

Chief engineer for prospective TV station. Ability to supervise installation and do maintenance required. Previous TV experience preferred but not required. Prefer 30-40 age bracket unless active, older man wishes to retire to moderate size New England city. State all details and salary requirement. All replies strictly confidential. Identity of advertiser will be disclosed to all applicants and letters returned. Box 950W, B•T.

Television technicians and operators needed immediately in upcoming television station located southeastern United States. Applications requested giving background, references and minimum salary. Only those holding a first class radiotelephone license need apply. Salary established at base with regular increases. Box 977W, B•T.

Situations Wanted

Managerial

General manager—thoroughly experienced. Successful. Top references. Prefers small or medium market. South or southwest. Box 957W, B•T.

Manager-salesman. Employed Washington, D. C., wishes small town operation. College graduate. Family man, age 32. Best references. Box 976W, B•T.

Salesmen

Experienced salesman and promotion. Employed. Looking for something permanent. References. Can show results. Young, family man, civic-minded. Small medium market only. Would make good assistant manager. Prefer Florida. Give full details, please. Box 974W, B•T.

Announcers

Good, deep voice. Radio announcing school and 20 months' experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Announcer, married, veteran, experienced DJ, news, sports, currently employed. 5 kw, steady, reliable, sober. Box 896W, B•T.

Announcer presently employed seeking better opportunity. Over 30 thousand preferred. Box 915W, B•T.

Experienced announcer, newscasting, disc jockey, staff. Presently employed. Available immediately. Box 926W, B•T.

Announcer. Solid experience at kilowatt independent. News, personality, show, board. College graduate, wide musical background, sober, congenial. Tape, resume, best references. Box 932W, B•T.

Versatile announcer, know control board, TV programming, can write copy. Box 940W, B•T.

Accentuate news! Resourceful reporting, authoritative voice. Big station. $100 minimum. Box 942W, B•T.

Announcer with 3 years experience seeks position as PD or morning man. $70 minimum. Box 944W, B•T.

Sportsman, DJ. Ten years in radio. Presently employed by regional independent. Married, veteran, BA Degree. Rhythm and blues a specialty. Box 953W, B•T.

Staff. Versatile. Single. Korean veteran. 23. Will travel. Data, photo on request. Box 954W, B•T.

Staff announcer. Play-by-play sports. Will travel. Disc available. Box 955W, B•T.

Situations Wanted—(Cont'd.)

Versatile all-round staff man. Sports specialty. Strong on commercials. Available after July 15. Box 956W, B•T.

Announcer, moderate experience, versatile, production background on 50 kw. College graduate, veteran, married. Available July 6th. Box 959W, B•T.

Hillbilly DJ—now employed on 5000 watter seeks advancement. Does not drink, can give references. Box 961W, B•T.

Announcer, some experience, news, DJ, control board. Tape available. Box 967W, B•T.

Announcer, draft exempt, thoroughly trained in radio, television. Can operate board. Stage, TV experience. Tape available. Box 968W, B•T.

Experienced announcer to maintain your present standards. Minimum $100. Box 972W, B•T.

Experienced announcer, engineer, manager. Managed own station 5 years. 10 years radio. First phone, all phases announcing. Built own station from red to black. Available immediately. Box 978W, B•T.

Announcer and/or engineer. For summer. Experienced commercial, educational radio. First class radiotelephone. MA English; now teaching. Prefer east, midwest. TV okay. George Hirshfield, 22 Thelma Street, Roslyn Heights, N. Y.

Combo. 1st ticket, announcer-DJ, 27, married. Dick Ivan, 1516 Rosalia, Los Angeles.

Experienced announcer, versatile, all-round staff man, good mature voice. Marty Ladd, 26-11 Crescent Street, Astoria, L. I. 2, N. Y.

Looking for a good experienced morning man? Contact Bob Peters, 8 Upland Road, Brookline, Mass.

Announcer or engineer. First phone. Experienced. Draft free. Available soon. Tape upon request. Dale Rama, New Iberia, La. Wire, write or call 2-3591.

Announcer-operator, now employed, desires relocation. Auditions on request. Leonard Sharpe, 812 E. 13th Street, Hopkinsville, Kentucky. Phone 916.

Unique, hillbilly show with "salesappeal." Versatile announcer, four years experience radio; one television. Single, 27, college degree. Desire permanent position, large hillbilly market. Finest references. Salary plus talent. Write Clarke Williams, Jacksonville Beach, Florida.

Technical

Engineer—experienced, console, transmitter, recordings. 1st class license. Box 882W, B•T.

First phone, limited broadcast experience, technically trained, no announcing, single. Box 949W, B•T.

Technician, with TV studio experience, training, desires permanent summer position with progressive organization. Box 966W, B•T.

Second phone (renewal) some radio operating experience, single, 27, vet. Summer relief job as studio and remote engineer. Conn., N. Y., N. J. or Pennsylvania states. Box 973W, B•T.

Young man with first class license wishes to break in as radio operator. Some experience in signal corps. Please advise if lodgings available near station and salary offers. Ben Louie, 103 Park Street, New York 13, N. Y.

Production-Programming, Others

News director, specializing in thorough "on-the-scene" local news reporting. $500 start. Box 947W, B•T.

News-special events director. 11 years experience, presently employed. Top midwest personality. Family man. Seek permanency. Age 31. Box 952W, B•T.

Radio-TV ideas man, executive, writer-producer, director, engineer. Ten years at NY network station. MA in Humanities. Seeks challenging position, west coast or overseas. Box 960W, B•T.

Guarantee highest possible results from programming; originality, not imitation. Experienced writing, producing, directing, announcing. Box 962W, B•T.

Nearly quarter century of writing selling copy. Ample production experience. Specialist in ideas. Box 963W, B•T.

Situations Wanted—(Cont'd.)

Program director-deejay. 31 years old, 8 years radio. Presently PD southern CBS affiliate plus successful hillbilly deejay routine. Experienced all phases announcing - deejay - administrative. Good references. Available July. Box 964W, B•T.

Just separated from Navy, not subject to recall. Ten years experience theatre, radio, directing, producing, acting—sure bet for TV if I can just get started. 30, married, two children. Can afford to start nominal salary until I can prove my ideas, energy and experience will be of asset to you. D.W.C., 1837 Humphrey Road, Birmingham, Michigan.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 946W, B•T.

News editor-writer—TV and radio experience with CBS and NBC totaling 10 years. Want tieup, new TV station. Box 958W, B•T.

For Sale

Stations

West coast. Ideal town to live in. 250 watt indie. Exclusive. Only $16,500 down. Box 941W, B•T.

Equipment, etc.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 781W, B•T.

Building TV? 28-20 foot sections Andrew No. 453 transmission line 6⅛" 51.5 ohms. New in storage—never used. Big saving possible. Make offer. Box 934W, B•T.

Five 290 foot guy towers, new, at a real discount. Buy one or all. Towers stored in Fort Worth, Texas. Write KGBS, Harlingen, Texas.

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

New Gray Telop 1 only used few hours. Only $2,200. WCOV-TV, Montgomery, Ala.

UHF applicants—500 mc radar set (ASB-3) for site measurements. WECT-TV, Corning, N. Y.

Model BK 401 broadcast portable Brush tape recorder with zipper weather-proof case all in good condition. Speed 3¾ and 7½. Input 50-200-500 or hi impedance, output 600 ohms. First $120 takes it. WJJL, Niagara Falls, New York.

Component parts or complete, 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

120 foot section of H-30 Truscon self-supporting tower; Collins 37-M-6 FM antenna; RCA BTF-3B FM transmitter. Will sell separately or as a package. WSPR-FM, Springfield, Massachusetts.

Transmitter 1000 watts, standard broadcast uses 833'. As modulators and final power amplifier, console 5 channel dual power supply, 14 thousand feet ⌀ 10 copper wire. All or part of above immediately available. Write John D. Caylor, Box 670, Knoxville, Tennessee.

54 sheets expanded copper mesh ground screen, 24 ft. by 8 ft. W. Whiteman, P. O. Box 3604, Belmont Station, Long Beach, Calif. Phone: 9-4751.

Wanted to Buy

Equipment, etc.

Recently calibrated General Radio 916-A RF bridge; also FS meter. Cash waits. Box 969W, B•T.

Used control console with control panel or control panel only—to rework for communications station. Box 982W, B•T.

Wanted to Buy—(Cont'd.)

RCA 70-C vertical lateral turntable. Also RCA BA-2C booster amplifier. KFRO, Longview, Texas.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

Want FM transmitter to radiate 750-1000 watts at 88.1. Need antenna and monitors. City Schools, New Albany, Indiana.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Help Wanted

Immediate Opportunities

IN BOTH RADIO AND VHF TV

One of the most progressive properties in the North Central states with a well-established radio station now has a VHF TV station in operation. Both are network affiliated. There are excellent job opportunities in the radio and TV stations. We need a topnotch sales manager for radio with proven background. Good financial arrangement. We need experienced radio people for AM and TV traffic; we need announcers for special events and straight announcing, who can work in both radio and TV. A film photographer with studio film experience will find a well-paying job. Write in complete detail, first letter, to Evans Nord, KELO (AM and TV), Sioux Falls, South Dakota.

Managerial

Executive Director-Producer

of proven ability

able to produce high quality filmed programs at low budget and capable of succeeding to management of packaging organization. Our people know of this ad, so answer in strict confidence, giving complete details, include recent photo.

Box 943W, B•T

Salesmen

Network affiliated station in one of the south's largest markets has immediate opening for an experienced salesman who wants to make good money. If you are not capable of making $10,000 or more with this opportunity, don't apply. Send full details, past experience, etc., first letter to Box 981W, B•T.

Announcers

EXPERIENCED DJ

Disc jockey, thoroughly experienced, to handle long established show with strong negro appeal. New York City station. Excellent opportunity for right man. Replies held in strictest confidence. Box 975W, B•T.

(Continued on next page)

Help Wanted—(Cont'd)

Television

Managerial

TV-OWNERSHIP-MANAGEMENT opportunity! Pacific Northwest new market will make an excellent deal for the manager who feels he can cut costs to the bone, build a new TV outlet in an area that will not have big city competition. The deal is management plus a percentage of stock with a manager of sales and administrative ability who feels he can bet $10,000.00 on his ability to deliver a good property to himself and other stockholders. Send complete resume, photo, and be prepared to come for a personal interview, Box 907W, B•T.

Salesmen

IMMEDIATE TV FILM SALESMEN

South, southwest, west coast. Leading firm established 1948 selling features, westerns, shorts, filmed TV programs seeks men experienced in this or related lines. Drawing versus commission. Prefer men located in territory. Full details and photograph in first letter. Atlas Television Corporation, 15 West 44th Street, New York 36, N. Y.

Miscellaneous

For the best in Complete Erection of Towers ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432 Tel 4 2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

DO YOU WANT A BETTER JOB IN RADIO OR TV?

Then list with us. We have numerous positions open in all parts of the nation. List today by writing SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

Opinions and Orders . . .

Actions by FCC

Central City, Ky. — Central City-Greenville Bcstg. Co. By order, FCC denied petition to replace expired CP for new AM station (WCNL) on 1380 kc with 500 w daytime which was granted Nov. 21, 1951, and was deleted for lack of prosecution June 10, 1953. Action is without prejudice to filing of new application for same facilities. Petitioner indicated permit was allowed to expire because of local emergency involving labor and union dispute there. Order June 10.

Philadelphia, Pa.—New TV, uhf Ch. 23. FCC issued memorandum opinion and order to deny petition of Daily News Television Co. (WIBG) requesting that Commission refuse to accept the competitive application for Ch. 23 tendered by Lou Poller. Petition denied June 10.

Hearing Cases . . .

Initial Decisions

Sacramento, Calif.—New TV, uhf Ch. 46. FCC Examiner Thomas H. Donohue issued initial decision looking toward grant of joint petition filed by John Poole Bcstg. Co. and Jack O. Gross for simultaneous dismissal of the Gross application and to grant the application of Poole for new TV station on Ch. 46 with ERP 207 kw visual and 107.7 kw aural and antenna height above average terrain 514.2 ft. Initial decision June 12.

Savannah, Ga.—Savannah Bctg. Co. (WTOC). FCC Examiner Benito Gaguine issued initial decision looking toward grant of application for new TV station on vhf Ch. 11 with ERP 258 kw visual and 129 kw aural and antenna height above average terrain 478 ft. Action made possible by withdrawal of competitive application of Martin & Minard. Initial decision June 11.

Atlantic City, N. J.—New AM, 1490 kc. FCC Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of Press-Union Pub. Co. for new AM station on 1490 kc with 250 w unlimited time and denial of competitive applications of Atlantic City Bcstg. Co. and Garden State Bcstg. Co., seeking same facilities, and of Max M. Leon Inc. seeking to change facilities of WDAS Philadelphia from 1400 kc with 250 w unlimited time to 1480 kc 1 kw unlimited time. Initial decision June 12.

Portsmouth, Ohio — Woodruff Inc. (Edward Lamb). FCC Examiner H. Gifford Irion issued initial decision looking toward grant of application for new TV station on uhf Ch. 30 with ERP 110 kw visual and 55 kw aural and antenna height above average terrain 436 ft. Action made possible by withdrawal of competitive application of Brush-Moore Newspapers Inc. (WPAY). Initial decision June 8.

Harrisburg, Pa.—New TV, uhf Ch. 27. FCC Examiner William G. Butts issued initial decision looking toward grant of the application of Rossmoyne Corp. (WCMB Lemoyne) for new TV station on uhf Ch. 27 with ERP 98.9 kw visual and 49.5 kw aural and antenna height above average terrain 784 ft., and denial of competitive application of Kendrick Bcstg. Co. (WHGB). Initial decision June 15.

Lebanon, Pa.—Lebanon TV Corp. (WLBR). FCC Examiner Benito Gaguine issued initial decision looking toward grant of application for new TV station on uhf Ch. 15 with ERP 92.8 kw visual and 50 kw aural and antenna height above average terrain 246 ft. Action made possible by dismissal of competitive application of Steitz Newspapers Inc., which acquires option for one-third interest in Lebanon TV. Initial decision June 12.

Actions by FCC

KBIG Avalon, Calif.—John Poole Bcstg. Co. Upon petitions of KMPC Los Angeles and KCBS San Francisco, FCC adopted memorandum opinion and order designating for hearing July 20 in Washington application of KBIG for license to cover CP for new AM station on 740 kc with 10 kw daytime, directional. KMPC and KCBS made parties. In other respects, denied petitions of KMPC and KCBS. Order June 10.

Madera, Calif.—Madera Bcstg. Co. (Docket 10419). Motions Comr. Robert T. Bartley granted petition for dismissal without prejudice of application for new AM station on 1230 kc with 100 w unlimited. Dismissed June 9.

Peoria, Ill.—New TV, vhf Ch. 8. FCC designated for hearing in Washington on July 10 competitive applications of WMBD Inc. (WMBD), WIRL TV Co. (WIRL) and Brookwell Enterprises.

Evansville, Ind.—Premier TV Inc. FCC announced order making effective immediately initial decision granting application for new TV station on uhf Ch. 62 with ERP 90.2 kw visual and 48.64 kw aural and antenna height above average terrain 550 ft. Order June 11.

Changes in Rules on Filing of Reports (Docket 10409)—FCC adopted further proposed rule making (originally instituted Feb. 19) which looks toward revision of Sec. 1.342 of rules to clarify present provisions specifying documents, instruments and contracts relating to ownership, management, operation and control of stations which broadcast licensees and permittees are required to file with FCC. Comments are due July 13. Text of proposed revision is published elsewhere in FOR THE RECORD. Order June 10.

TV Spurious Emission (Docket 10353)—FCC finalized proposal of Nov. 26, 1952, amending Sec. 3.687(i)(1) of its rules to specify, temporarily, 60 db as minimum for spurious emission by TV broadcast stations for all frequencies at least 3 mc removed from the edge of the channel. Stations are advised to give consideration to the installation of equipment with greater attenuation than that now required. Amendment becomes effective July 1. Stations authorized prior to this date have one year in which to comply, unless actual interference is caused. Final order June 11.

Lebanon, Pa.—New TV, uhf Ch. 15. Motions Comr. Robert T. Bartley granted petition of Steitz Newspapers Inc. for dismissal of its application for Ch. 15 and ordered that competitive application of Lebanon TV Corp. (WLBR) be retained in hearing status. Steitz acquires one-third interest in Lebanon TV. Examiner subsequently issued initial decision to grant application of Lebanon TV [B•T, June 15]. Petition granted June 10; reported June 17.

Trenton, N. J.—New TV, uhf Ch. 41. Motions Comr. Robert T. Bartley granted petition of Morrisville Bcstg. Co. (WBUD) to dismiss its application for Ch. 41 and ordered competitive application of Peoples Bcstg. Corp. (WTTM) retained in hearing status. Petition granted June 16.

New Petitions . . .

May 29

TV Allocations—Akron Public Schools advised FCC it would file progress report to request extension of reservation of uhf Ch. 55 there. Lynn C. Smeby asked for allocation of vhf Ch. 5 to Lake Placid, N. Y.

Proposed Agreement Between U. S. and Canada on Assignment of Class II AM Stations (Docket 10453)—Opposition filed by WVCH Chester, Pa. Supplemental comments filed by Clear Channel Bcstg. Service. George P. Adair, consulting engineer and co-author of original FCC broadcast standards, requests engineering conference on this and other AM engineering matters.

KBBA Benton, Ark.—Benton Bcstg. Service (BP-8311). WMPS Memphis petitions FCC to withhold program test authorization for KBBA and to designate application for hearing, alleging interference. WMPS protested original grant to KBBA. KBBA filed opposition June 3. WMPS filed supplemental petition June 11, answered by KBBA on June 17.

KTKN Ketchikan, Alaska—CP to increase power daytime from 1 kw to 5 kw on 930 kc (Docket 10449). KTKN petitions for reconsideration of order designating hearing and asks grant without hearing.

Beaumont, Tex.—Jefferson Amusement Co., applicant for new TV, vhf Ch. 4 (BPCT-1440). Port Arthur College and Smith Radio Co., competitors in hearing status for Ch. 4 at Beaumont-Port Arthur ask for extension of time to June 8 to reply to Jefferson's plea for rehearing of order dismissing application.

Portland, Ore.—New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX) (Docket 9138); Portland TV Inc. (Docket 10245); North Pacific TV Inc. (Docket 10319); North Pacific TV Inc. (Docket 10319); Cascade TV Co. (Docket 10324). Cascade requests that further hearing scheduled June 10 be postponed to June 22 to await Commission ruling on its petition to amend application.

Muskegon, Mich.—Protest of TV grant on uhf Ch. 35 (Docket 10442). Music Bcstg. Co. (WGRD Grand Rapids) opposes petition of Versluis Radio &TV Inc., Ch. 35 grantee, asking that its application for modification of CP be included in hearing. Versluis filed answer to opposition on June 3.

June 1

TV Allocation—Robert R. Thomas Jr. of Oak Hill, W. Va. (WOAY) petitions FCC to set aside its order of May 29 rescinding allocation of vhf Ch. 4 to Fayetteville, W. Va.; expunge charges of circumvention of one-year rule against Mr. Thomas, his legal counsel and consulting engineer, and assign Ch. 4 to Fayetteville under the one-year rule *nunc pro tunc* or in alternative under general rules. Petitioner asserts his written presentation to FCC stated he proposed to build main studio at Oak Hill with auxiliary studio at Fayetteville, hence his proposal was in good faith and legal. Opposition filed June 8 by WHIS Bluefield, W. Va.

TV Allocation—Charlotte, N. C., Committee for Educational TV files support Governor's commission studying educational TV at state level in its request for renewal of state's educational reservations. Committee also renews application for uhf Ch. 42 at Charlotte. Chairman of committee is Larry Walker, WBT; vice chairman, Earl J. Gluck, WSOC.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Telecasting Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF). Southern opposes petition of Tri-State for leave to amend its application.

Portland, Ore.—New TV, vhf Ch. 6. Pioneer Bcstrs. Inc. (KGW) (Docket 9136) and Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316). Mt. Hood asks leave to amend its application to show, among other things, agreement of option entered into with Pioneer to effect merger of TV bids. Both parties filed joint proposed findings in case on June 3.

KOB Albuquerque, N.M.—Extension of SSA on 770 kc (Docket 10336). Chief of FCC Broadcast Bureau finds insufficient grounds in petition of WABC New York to warrant reopening of record.

June 2

Waterloo, Iowa—New TV, uhf Ch. 16. L. E. Kelly (BPCT-1679). Kelly petitions for conditional grant and alleging that competitive application of Charles H. Gurney was not filed in good faith but to delay action on Kelly bid. Gurney replies June 12, contending attack is irresponsible. Black Hawk Bcstg. Co. (KWWL) vhf Ch. 7 applicant, also files reply on June 12 asserting it is valid applicant.

Savannah, Ga.—New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (Docket 10519) and Martin & Minard (Docket 10520). WTOC asks that its application be retained in hearing status and initial grant be issued upon withdrawal of Martin & Minard bid.

WMTV (TV) Madison, Wis.—WMT-TV Cedar Rapids, Iowa, supplements earlier petition requesting that call WMTV be deleted because of confusion of identification. WMT-TV files affidavits to support claim of confusion and injury.

Denver, Colo.—New TV, vhf Ch. 4. KMYR

Bestg. Co. **(KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238).** Chief of FCC Broadcast Bureau answers reply to Metropolitan and NBC to chief's proposed findings in case.

TV Allocation—Lawrence A. Harvey asks allocation of uhf Ch. 58 to Los Angeles. Sparton Bestg. Co. requests addition of vhf Ch. 10 at Parma, Mich. Eastern Oklahoma TV Corp. asks allocation of vhf Ch. 12 to Ada, Okla., and substitution of uhf Ch. 26 to Ch. 12 at Elk City, Okla.

June 3

Shreveport, La.—New TV, vhf Ch. 12, Southland TV Co. (KCIJ) (Docket 10522), Radio Station KRMD (KRMD) (Docket 10523) and Shreveport TV Co. (Docket 10524). Shreveport TV Co. petitions to enlarge issues to compare extent and population characteristics of area proposed to be served. Radio Station KRMD filed opposition on June 5. Southland filed opposition June 11. On June 12 Radio Station KRMD petitioned for leave to amend its application.

TV Allocations—Owensboro on The Air Inc. (WVJS), Owensboro, Ky., petitions for allocation of vhf Ch. 9 to Hatfield, Ind., 10.75 mi. from Owensboro. West Virginia's Research Center Inc. opposes FCC proposal to allocate vhf Ch. 5 to Glenville, W. Va., as requested by Polan Industries in Docket 10470, and submits counterproposal for allocation of Ch. 5 to Weston, W. Va., where educational reservation of channel is asked.

June 4

TV Allocations—Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va., requests amendment of allocation Zone I line so as to include entire state within Zone I and for substitution of vhf Ch. 4 for Ch. 6 at Beckley, W. Va., with allocation of Ch. 6 to Bluefield.

Worcester, Mass.—New TV, uhf Ch. 20. WTAG Inc. (WTAG) (Docket 10496) and Wilson Enterprises Inc. (WAAB) (Docket 10497). WTAG Inc. petitions for enlargement of issues to determine financial qualifications of Wilson. Supplement filed June 12. Opposition filed June 15 by Wilson.

Allentown, Pa.—New TV, uhf Ch. 39. B. Bryan Musselman et al (WSAN) (Docket 10493) and Queen City TV Co. (Docket 10494). Queen City petitions for enlargement of issues of comparison of engineering proposals. Chief of FCC Broadcast Bureau indicated no objection on June 9, but on June 16, Musselman group petitioned to dismiss its application.

Evansville, Ind.—New TV, uhf Ch. 62. Chief of FCC Broadcast Bureau indicated he would not file exceptions to initial decision to grant application of Premier TV Inc. (Docket 10466).

June 5

TV Allocations — Logansport Bestg. Corp. (WSAL), Logansport, Ind., petitions for following channel amendments: Addition of vhf Ch. 10 at Logansport and vhf Ch. 7 at Sullivan, Ind.; substitution of Ch. 10 for Ch. 7 at Evansville, Ind.; substitution of uhf Chs. 69 and 79 for vhf Ch. 10 at Terre Haute, Ind. Opposition filed June 15 by John R. Figg and WTHI Terre Haute Ch. 10 contestants; WVJS Owensboro, Ky., which seeks allocation of Ch. 9 to Hatfield, Ind.; June 16 by Evansville TV Inc., contestant for Ch. 7 at Evansville.

Mobile, Ala.—New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). WKRG-TV Inc. files further opposition to motion of Mobile TV Corp. to amend hearing order and enlarge issues. Mobile TV Corp. petitions for amendment of its bid to show reduced antenna height. Chief of FCC Broadcast Bureau asked to withdraw his petition for issue on whether antenna of Mobile TV Corp. would be an air hazard. Mobile TV Corp. files reply to further opposition on June 9 and on June 11 WKRG-TV Inc. files answer thereto.

Ville Platte, La.—New AM, 1050 kc. WNOE New Orleans protests grant of new station on 1050 kc with 250 w daytime to Ville Platte Bestg. Co. and requests hearing on interference claim.

KOAT Albuquerque, N. M.—Alvarado Bestg. Co., licensee KOAT, opposes protest of KOA Denver to application (BP-8782) to change KOAT from 250 w on 1240 kc to 500 w-night, 1 kw-day on 860 kc, directional night.

Columbus, Miss.—New AM, 1540 kc. KXEL Waterloo, Iowa, protests grant of new station on 1540 kc with 10 kw daytime to J. W. Furr, charging interference.

Columbia, S. C.—New TV, vhf Ch. 10. WIS-TV, grantee for Ch. 10, answers protest of Spartan Radiocasting Corp. against new-station grant on Ch. 10. Spartan asks rehearing. WIS-TV contends Spartan has no standing, claims argument is contradictory.

Savannah, Ga.—New TV, vhf Ch. 3. WSAV Inc. (WSAV) (Docket 10517) and WJIV-TV Inc. (WJIV) (Docket 10518). WSAV Inc. petitions for leave to amend its application to correct stockholders and officers. WJIV-TV Inc. on June 11 petitioned for deletion of issue on its financial qualifications.

Chattanooga, Tenn.—New TV, vhf Ch. 12, Southern TV Inc. (Docket 10471), Tri-State Telecasting Corp. (Docket 10472) and WDEF Bestg. Co. (WDEF) (Docket 10473). Tri-State submits memorandum in reply to oppositions to its petition for clarification of issues or enlargement of issues. Oppositions were filed by Chief of FCC Broadcast Bureau and WDEF Bestg. Co. WDEF Bestg. Co. answers Tri-State on petition filed June 10.

June 8

TV Allocations—Inter-City Adv. Co., uhf Ch. 36 grantee at Charlotte, N. C., asks deletion of Ch. 36 from Harlan, Ky., and substitution of one of several other uhf channels. Cites spacing between transmitter and Harlan. Appalachian Bestg. Corp. (WCYB Bristol, Va.) submits renewed request that vhf Ch. 5 not be allocated to Glenville, W. Va., as requested by Polan Industries, but that Ch. 5 be allocated to Weston, W. Va., and uhf Ch. 32 at Weston be assigned to Glenville. Polon Industries asks extension to June 19 to file reply to Appalachian.

Elyria-Lorain, Ohio—New TV, uhf Ch. 31. Lorain Journal Co., Lorain (Docket 10525), and Elyria-Lorain Bestg. Co. (WEOL), Elyria (Docket 10526). Both applicants request postponement of hearing, scheduled June 26, to Sept. 15.

Beaumont, Tex.—New TV, vhf Ch. 4. Port Arthur College (KPAC Port Arthur) and Smith Radio Co. oppose petition of Jefferson Amusement Co. seeking reconsideration of FCC ruling which dismissed Jefferson's bid for Ch. 4 at Beaumont. Port Arthur College and Smith Radio Co., competitors at Port Arthur for Ch. 4, are in comparative hearing. Jefferson filed reply to oppositions on June 16, claims right to hearing.

Pontiac, Mich.—New AM, 1460 kc. WKMH Inc. petitions for rehearing on FCC order of May 11 which removed from hearing and granted new station application of James Gerity Jr. for 1460 kc, 500 w unlimited, at Pontiac. WKMF alleges interference. Chief Pontiac Bestg. Co., competitive applicant at Pontiac, petitions on June 8 also for rehearing.

June 9

Lebanon, Pa.—New TV, uhf Ch. 15. Lebanon TV Corp. (WLBR) (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Steitz Newspapers petitions for dismissal of its application, acquires option for one-third interest in Lebanon TV Corp.

KIFN Phoenix, Ariz.—KOA Denver petitions to designate for hearing application of KIFN for modification of permit for 1 kw daytime on 860 kc to specify night operation with directional antenna. KOA claims interference would result at night.

KPLN Camden, Ark.—KAMD Camden petitions for review of action of Chief of FCC Broadcast Bureau granting license to D. R. James Jr. to cover construction permit for KPLN, new 1 kw daytime station on 1370 kc. KAMD charges KPLN has not met all requirements of its CP.

TV Allocations—WTVH-TV Peoria, Ill., new grantee on uhf Ch. 19, requests substitution of uhf Chs. 66, 72 or 78 for reserved Ch. 26 at Springfield, Ill., citing spacing required by rules between transmitters on Ch. 19 and Ch. 26.

June 10

Portland, Ore.—New TV, vhf Ch. 8. Westinghouse Radio Stations Inc. (KEX) (Docket 9138), Portland TV Inc. (Docket 10245), North Pacific TV Inc. (Docket 10319) and Cascade TV Co. (Docket 10324). Cascade petitions for reconsideration of FCC order of June 4 denying Cascade's petition for review of examiner's ruling which refused amendment of Cascade application.

Eugene, Ore.—New TV, vhf Ch. 13. W. Gordon Allen, permittee for KTVF (TV) Eugene on uhf Ch. 20, protests May 13 grant of vhf Ch. 13 to Eugene TV Inc., involving KIHR Hood River, Ore., and KUGN Eugene.

Spokane, Wash.—New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423). Chief of FCC Broadcast Bureau petitions to modify hearing order to investigate claim of interference to KOA534, station assigned to Spokane sheriff's office, from proposed station of TV Spokane.

San Juan, P. R.—New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bestg. Corp. (WKVM) (Docket 10437). American Colonial asks reconsideration of June 5 memorandum opinion and order supporting examiner's conclusion good cause does not exist for amendment of petitioner's application. Reply filed June 15 by Quinones in opposition.

Jacksonville, Fla.—New AM, 1280 kc. Ray Herbert Gunckel (BP-8796) and B. F. J. Timm (BP-8859). Gunckel petitions for dismissal of Timm application, or in alternative asks conditional grant of his own bid, charging Timm application seeks to delay competition to WOBS Jacksonville.

June 11

Youngstown, Ohio—New TV, uhf Ch. 21. Polan Industries, permittee for Ch. 21, opposes petition of Valley TV Co. asking dismissal of pending Polan bids for modification of CP and for grant of its own application. Valley TV replied June 15.

KEAR San Mateo, Calif.—KFBK Sacramento, Calif., asks additional 10 days to reply to petition of KEAR for reconsideration of FCC ruling on May 14 which set aside April 1 grant to KEAR for power increase on 1550 kc from 1 kw to 10 kw. FCC set application for hearing. KFBK is making measurements to support interference claims. KEAR on June 12 opposed time extension request.

Worcester, Mass.—New TV, uhf Ch. 14. Salisbury Bestg. Corp. requests that initial decision of June 5 to grant application be made effective immediately. Chief of FCC Broadcast Bureau indicated he would not file exceptions to initial decision.

Beaumont, Tex.—New TV, vhf Ch. 6. Enterprise Co. (KRIC) (Docket 10286), Beaumont Bestg. Corp. (KFDM) (Docket 10287) and KTRM Inc. (KTRM) (Docket 10288). Chief of FCC Broadcast Bureau asks that record be reopened to present manufacturer's new data on antenna gain.

June 12

WDZ Decatur, Ill.—Petitions for reconsideration of May 13 decision which denied application for change from 1 kw daytime on 1050 kc to 1 kw unlimited on 610 kc (Docket 9548).

Akron, Ohio—New TV, uhf Ch. 61. Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Matta petitions for dismissal of its application.

June 15

TV Allocations—Triad TV Assn., composed of residents of Jackson - Battle Creek - Lansing, Mich., area, petition for allocation of vhf Ch. 10 to Onondaga, Mich. Request conflicts with petition of Sparton Bestg. Co. for allocation of Ch. 10 to Parma, Mich., less than 15 miles from Jackson.

Savannah, Ga.—New TV, vhf Ch. 11. Savannah Bestg. Co. (WTOC) petitions that initial decision of June 11 to grant application be made final immediately. Chief of FCC Broadcast Bureau June 16 indicated he has no exceptions to initial decision.

Evansville, Ind.—New TV, vhf Ch. 7. South Central Bestg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Chief of FCC Broadcast Bureau asks extension to June 22 in which to appeal examiner's order setting course of comparative hearing. On the Air Inc. opposes petition of June 9 by South Central for leave to amend its application.

Sacramento, Calif.—New TV, uhf Ch. 46. John Poole Bestg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Poole, supported by Gross, petitions for immediate final action on initial decision of June 12 which would grant application of Poole and approve dismissal of Gross application.

Television station financing is available for reasonably good markets. May we suggest written inquiries giving full details as to requirements, market analysis and other pertinent data.

R. C. CRISLER & Co.

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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Mar.-Apr. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.6	23.8	18.0	12.2	11.5	8.5	7.3	3.3

(Note: WDIA's share Saturdays: 24.8; Sundays 39.6)

MEMPHIS **WDIA** TENN.
John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

KWTO Springfield, Mo.—Applicant to increase night power from 1 kw to 5 kw; presently operating on 560 kc with 5 kw day, 1 kw night, directional night (Docket 8380). Proposed findings submitted by KWTO, KLZ Denver and Chief of FCC Broadcast Bureau. Chief would grant application conditionally. WIND Chicago submitted statement in lieu of proposed findings, asking conditions to afford it protection.

Wichita, Kan.—New TV, vhf Ch. 10. Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263). Proposed findings submitted by both applicants.

Flint, Mich.—New TV, vhf Ch. 12. WJR, Goodwill Stations Inc. (WJR Detroit) (Docket 10268), Trebit Corp. (WFDF) (Docket 10269) and W. S. Butterfield Theatres Inc. (Docket 10270). Exceptions filed by Chief of FCC Broadcast Bureau, WJR and Butterfield to initial decision recommending grant to Trebit.

June 16

Commerce and Paris, Tex.—AM, 1450 kc. Memorial Bcstg. Co., seeking new station at Commerce on 1450 kc with 250 w unlimited (Docket 8356); KPLT Paris, seeking change from 1490 kc to 1450 kc (Docket 8596). KDNT Denton, Tex., newly licensed on 1440 kc with 500 w-night, 1 kw-day, directional night, petitions to intervene in 1450 kc hearing, alleging adjacent channel interference.

Protest of vhf Ch. 8 Share-Time Grants to KMBY-TV Monterey, Calif., and KSBW-TV Salinas, Calif.—KICU (TV) Salinas (uhf Ch. 28), protestant, petitions FCC in protest of oral argument scheduled June 22 in lieu of regular hearing. Formal hearing before an examiner is asked.

John Henry Babcock, San Diego, Calif.—Request for authority to transmit radio programs from his San Diego studio to Mexican stations (BFP-237). Wrather-Alvarez Bcstg. Inc. (KFMB-AM-TV San Diego) petitions FCC to set Babcock application for hearing.

Allentown, Pa.—New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (WFMZ-FM) (Docket 9045) and Allentown TV Corp. (WHOL) (Docket 10495). Allentown TV Co. petitions to amend its application.

KSEO Durant, Okla.—Petitions for reconsideration of FCC order of May 21 which designated for further hearing and set aside earlier decision to grant new AM station at Dallas, Tex., to Texas Star Bcstg. Co. on 740 kc with 10 kw day, 5 kw night, directional day and night (KACE) and to deny bid of KTRH Houston to change daytime directional array on 740 kc, operating with 50 kw fulltime [B•T, June 1]. KSEO, protestant in long pending case which was taken to court and was remanded to FCC, petitions FCC for de novo hearing on Texas Star and KTRH applications.

June 17

TV Allocations—WAIM Anderson, S. C., petitions for allocation of uhf Ch. 40 at Anderson and substitution of Ch. 22 for Ch. 40 at Elizabethton, Tenn. WAIM presently is in contest at Anderson for uhf Ch. 58, sole facility there, with application of Anderson TV Co.

Trinity Bcstg. Corp., licensee of KLIF Dallas, KLBS Houston and KELP El Paso, Tex.—Complaint against unauthorized broadcasting of baseball games filed by New York Yankees and Brooklyn Dodgers.

Routine Roundup . . .

June 12 Applications

APPLICATIONS RETURNED

Renewal of License

KTHT Houston, Tex., Roy Hofheinz. Returned application for renewal of license (BR-1201).

Remote Control

KVMA Magnolia, Ark., Magnolia Bcstg. Co.—Returned application for remote control operation.

June 15 Applications

ACCEPTED FOR FILING

Modification of CP

KECC Pittsburg, Calif., KECC Inc.—Mod. CP (BP-8599), as reinstated, which authorized changes in N maximum expected operating values, for extension of completion date (BMP-6232).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—Mod. CP (BP-7750), as mod., which authorized new AM, for extension of completion date (BMP-6231).

WRAK-TV Williamsport, Pa., WRAK Inc.—Mod. CP (BPCT-521) which authorized new commercial TV, for extension of completion date from 7/12/53 (BNPCT-1167).

June 16 Decisions

BY BROADCAST BUREAU

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WLCR Torrington, Conn. (BRC-85); KOVO Provo, Utah (BRC-84), when using non-DA systems; WCVS Springfield, Ill. (BRC-83); WGAC Augusta, Ga., when using non-DA system (BRC-86); WRON Ronceverte, W. Va. (BRC-87).

Granted License

WMRN Marion, Ohio, The Marion Bcstg. Co.—Granted license covering installation of new vertical ant. and mount FM ant. on AM tower (BL-5003).

KWOC Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—Granted license covering change in facilities, installation of DA for D and N, change in trans. location and installation of new trans.; 930 kc, 500 w 1 kw-LS, Unl., DA-2 (BL-4969); engineering condition.

WATS Sayre, Pa., Thompson K. Cassel—Granted license covering change in frequency; 960 kc, 1 kw, D; condition (BL-5007).

WHEB Portsmouth, N. H., WHEB Inc.—Granted license covering installation of new trans. (BL-5006).

WMOU-FM Berlin, N. H., White Mountain Bcstg. Co. Inc.—Granted license for FM; Ch. 279 (103.7 Mcs); 10 kw; antenna 160 ft. (BLH-893).

KJRG Newton, Kans., George Basil Anderson—Granted license for AM; 950 kc, 500 w D (BL-5014).

WLFH Little Falls, N. Y., Rock City Broadcasters—Granted license covering increase in power and change in type of trans.; 1230 kc, 250 w Unl. (BL-5010).

Modification of CP

WISE-TV Asheville, N. C., Radio Station WISE Inc.—Granted mod. CP for extension of completion date to Dec. 29, 1953 (BMPCT-1156).

WLEV-TV Bethlehem, Pa., Associated Broadcasters Inc.—Granted mod. CP for extension of completion date to Dec. 29, 1953 (BMPCT-1155).

KXLY-TV Spokane, Wash.—Granted mod. CP for extension of completion date to Nov. 15, 1953 (BMPCT-1154).

WLWC Columbus, Ohio, Crosley Bcstg. Corp.—Granted mod. CP to change type of power amplifiers, type of ant. and make other equipment changes; ant. 436 ft. (BMPCT-1128).

WATR-TV Waterbury, Conn., WATR Inc.—Granted mod. CP for extension of completion date to 12/9/53 (BMPCT-1150).

KRSC Seattle, Wash., Wash. Telecasters Inc.—Granted mod. CP to change type trans. (BMP-6227).

WFAX Falls Church, Va., Lamar A. Newcomb—Granted mod. CP for extension of completion date to 7/8/53 (BMP-6225).

Granted CP

WIAC Santurce, P. R., Radio Station WIBS Inc.—Granted CP to install new trans. at present location of main trans., to be used as auxiliary to be operated on 740 kc, 1 kw, DA D and N (DA-1); engineering conditions (BP-8865).

KVOA Tucson, Ariz., Ariz. Bcstg. Co. Inc.—Granted CP to mount TV ant. on top of present AM tower (increase in height); condition (BP-8874).

Extension of Completion Date

KDEN Denver, Colo., Empire Coil Co. Inc.—Granted extension of completion date to 12/23/53 (BMPCT-1144).

Remote Control

The following stations were granted authority to operate trans. by remote control:

WNBZ Saranac Lake, N. Y. (BRC-73); WSVS Crewe, Va. (BRC-74); KWKC Abilene, Tex. (BRC-75); KDOL Boulder, Colo. (BRC-76); WKXL Concord, N. H. (BRC-77); KROY Sacramento, Calif. (BRC-78); KLCN Blytheville, Ark. (BRC-79); KBTO Poplar Bluff, Mo. (BRC-80); WTNT Tallahassee, Fla. (BRC-81); WEEB Southern Pines, N. C. (BRC-82).

KTRY Bastrop, Ala. (BRC-72); WFIN Findlay, Ohio (BRC-71); WFIN-TV Findlay, Ohio (BRCH-27); WGST-FM Atlanta, Ga. (BRCH-28); WSVS-FM Crewe, Va. (BRCH-29); KLCN-FM Blytheville, Ark. (BRCH-30).

June 16 Applications

ACCEPTED FOR FILING

Remote Control

WATW Ashland, Wis., Upper Michigan-Wisconsin Bcstg. Co.—Application for remote control operation of trans. accepted for filing. (BRC-88).

Renewal of License

WJHO Opelika, Ala., Yetta G. Samford, C. S. Shealy and Aileen M. Martin, executrix of estate of Thomas D. Samford Jr., deceased, and Miles

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H. Ferguson d/b as Opelika-Auburn Bcstg. Co. (BR-1000); **WKBI St. Mary's, Pa.**, Kenneth E. Rennekamp and Cary H. Simpson d/b as Elk-Cameron Bcstg. Co. (BR-2497); **KEYE Perryton, Tex.**, Great Plains Bcstg. Co. (BR-2241); **WFPA Ft. Payne, Ala.**, James L. Killian (BR-2455); **KBNZ La Junta, Colo.**, Otero Bcstg. Co. (BR-928); **KIFI Idaho Falls, Ida.**, Eastern Idaho Bcstg. & TV Co. (BR-1457); **WHDF Houghton, Mich.**, Upper Mich. Bcstg. Co. (BR-750); **KSIM Sikeston, Mo.**, Sikeston Community Bcstg. Co. (BR-2062); **WSAM Saginaw, Mich., Saginaw** Bcstg. Co. (BR-1062); **KOLN Lincoln, Neb.**, Cornhusker Radio & TV Corp. (BR-1045); **KTRC Santa Fe, N. M.**, J. Gibbs Spring and Bayne Spring (BR-1407); **WABY Albany, N. Y.**, Eastern N. Y. Bcstg. Corp. (BR-791); **WHCC Waynesville, N. C.**, WHCC Inc. (BR-1658); **KWIN Ashland, Ore.**, Rogue Valley Bcstrs. Inc. (BR-1289); **KRCT Baytown, Tex.**, Bay Bcstg. Co. (BR-1452); **KWHI Brenham, Tex.**, Tom S. Whitehead (BR-1706); **KMCO Conroe, Tex.**, Montgomery County Bcstg. Co. (BR-2612); **KGKO Dallas, Tex.**, Lakewood Bcstg. Co. (BR-2763); **KDLK Del Rio, Tex.**, James A. Clements and Richard J. Higgins d/b as Del Rio Bcstg. Co. (BR-1693); **KFJZ Ft. Worth, Tex.**, Tarrant Bcstg. Co. (BR-402); **KCLW Hamilton, Tex.**, Clyde Weatherby tr/as Hamilton Bcstg. Co. (BR-1992); **KLBS Houston, Tex.**, Trinity Bcstg. Corp. (BR-1958); **KNUZ Houston**, Veterans Bcstg. Co. (BR-1928); **KMBL Junction, Tex.**, Farrell M. Brooks and Norma Sue Brooks d/b as Kimble County Bcstg. Co. (BR-2662); **KFYO Lubbock, Tex.**, Plains Radio Bcstg. Co. (BR-704); **KJDC Midland, Tex.**, Jack Cecil (BR-2491); **KVKM Monahans, Tex.**, Monahans Bcstrs. (BR-1475); **KOSA Odessa, Tex.**, Odessa Bcstg. Co. (BR-1455); **KOLJ Quanah, Tex.**, Orville L. Jenkins (BR-2617); **KFRD Rosenburg, Tex.**, Ft. Bend Bcstg. Co. (BR-2279); **KSNY Snyder, Tex.**, Snyder Bcstg. Co. (BR-2384); **KTAE Taylor, Tex.**, KTAE Inc. (BR-1937); **KTBB Tyler, Tex.** (BR-1644); **KFDR Grand Coulee, Wash.**, Columbia River Bcstg. Inc. (BR-2509); **WKWK Wheeling, W. Va.**, Community Bcstg. Inc. (BR-1117); **WBTH Williamson, W. Va.**, Williamson Bcstg. Corp. (BR-1002); **WBIZ Eau Claire, Wis.**, WBIZ Inc. (BR-1805); **WDUZ Green Bay, Wis.**, Green Bay Bcstg. Co. (BR-1717).

APPLICATIONS RETURNED

Educational TV

Delta-Sierra Educational TV Corp., Stockton, Calif.—Application returned with letter 6/10/53 (Incomplete). Ch. 42.

Renewal of License

WGYV Greenville, Ala., Greenville Bcstg. Corp.—Application for renewal of AM license returned. (BR-2079).

June 17 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KIRV Denver, Colo., Mountain States Tele. Co.—Is being advised that application (BMPCT-984) for extension of completion date of CP (BPCT-1063), which authorized new TV to operate on Ch. 20, indicates necessity of hearing.

Renewal of License

KSID Sidney, Neb., Sidney Bcstg. Co.—Granted renewal of license on regular basis (BR-2718).

KOEN Oceanside, Calif., Oceanside-Carlsbad Union High School District—Granted renewal of license on regular basis (BRED-51).

WSPE Springfield, N. Y., Board of Education of Central School District No. 1, etc.—Granted renewal of license on regular basis (BRED-89).

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Bay Radio Inc., San Mateo, Calif.—Referred to full Commission petition for extension of time to file opposition to petition for reconsideration (Docket 10521; BP-8514).

B. Bryan Musselman, et al, Allentown, Pa.—Granted petition to accept late notice of appearance in re proceeding in Dockets 10493-94, for TV Ch. 39.

WGAL Inc., Lancaster, Pa.—Granted request for withdrawal of its petition for review of Examiner's ruling in Docket 10366 re TV application (BPCT-910), and dismissed above petition for review.

KABI Ketchikan, Alaska, Aurora Bcstrs. Inc.—Granted petition for extension of time to July 1, 1953, within which to file opposition to petition for reconsideration filed by KTKN Ketchikan in re Docket 10449; BP-8463.

By Hearing Examiner Herbert Sharfman

By memorandum opinion and order ordered that statements made in proceeding involving applications of South Central Broadcasting Corp., Evansville Television Inc., On The Air Inc., and WFBM Inc., applicants for TV Ch. 7 in Evansville, Ind. (Doc. 10461 et al), shall control subsequent course of hearing and that date for taking of testimony shall be fixed at conference on July 20, 1953, it being understood that such date for taking testimony will not be more than two weeks from July 20. (Action taken 6/10/53.)

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—Granted petition for leave to amend its TV application (Docket 10298; BPCT-976) to show death of stock subscriber and distribution of deceased's stock among existing subscribers.

Maria Helen Alvarez, Sacramento, Calif.; Cal Tel Co., Sacramento, Calif.—Upon request, continued hearing from June 15 to June 25, 1953, in re TV Ch. 40 (Docket 10340-41).

By Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Received into record in re Docket 10330 et al, document marked Tampa Exhibit 45A, which is recomputation of gain of ant. system and trans. power output proposed by Tampa Television Inc.

By Hearing Examiner H. Gifford Irion

The Mobile TV. Corp., Mobile, Ala.—Granted petition for leave to amend its TV application (Docket 10458; BPCT-990), to reduce height of proposed ant. structure, etc.

By Hearing Examiner J. D. Bond

Tri-State Telecasting Corp., Chattanooga, Tenn.—By memorandum opinion and order, granted in part petition requesting leave to amend, filed May 22, 1953, and amendments in five different respects were accepted in re their TV application for Ch. 12 (Docket 10472; BPCT-983); denied foregoing petition for leave to amend in all other respects, and rejected amendment submitted with petition in all respects other than those indicated above.

By Hearing Examiner Benito Gaguine

WSAV Inc., Savannah, Ga.—Granted petition for leave to amend its TV application (Docket 10517; BPCT-703), to make certain corrections concerning stockholdings and officers.

By Hearing Examiner Hugh B. Hutchison

Peoples Bcstg. Corp., Trenton, N. J.—Granted petition for leave to amend its TV application (Docket 10516) financial qualifications, etc.

By Hearing Examiner Fanney N. Litvin

Southland Tele. Co., Shreveport, La.—Granted petition for leave to amend its TV application (Docket 10522) for minor engineering corrections, etc.

June 17 Applications

ACCEPTED FOR FILING

Renewal of License

WBIP Booneville, Miss.—Booneville Bcstg. Co. (BR-2513); **KTMC McAlester, Okla.**—McAlester Bcstg. Co. (BR-1246); **WCOS Columbia, S. C.**—Radio Columbia (BR-1024); **KEBE Jacksonville, Tex.**—Billy Averitte Laurie (BR-1497); **WCAW Charleston, W. Va.**—Capitol Bcstg. Co. (BR-1544); **WSAU Wasau, Wis.**—WSAU Inc. (BR-915).

License for CP

WAPF-FM, Souis Alford, Philip D. Brady, Albert Mack Smith d/b as The Southwestern Bcstg. Co. of Miss.—License to cover CP (BPH-1754) as mod., which authorized new FM (BLH-901).

WQAN-FM Scranton, Pa., The Scranton Times, Elizabeth R. Lynett and Edward J. Lynett—License to cover CP (BPH-1803) which authorized changes in licensed station (BLH-899).

WEMP-FM Milwaukee, Wis., Milwaukee Bcstg. Co.—License to cover CP (BPH-1829) which authorized changes in licensed station (BLH-900).

Remote Control

KOZY Rapid City, S. D., Black Hills Bcstg. Co. of Rapid City—301-A application for remote control operation (BRCH-32).

WQAN-FM Scranton, Pa., The Scranton Times, Elizabeth R. Lynett and Edward J. Lynett—301-A application for remote control operation (BRCH-31).

License Renewal

WTDS Toledo, Ohio, Board of Education, City School District—Renewal of license. (BRED-19).

WUOA Tuscaloosa, Ala., Board of Trustees of U. of Ala.—Renewal of license (BRED-40).

Modification of CP

WWLP (TV) Agawam, Mass., Springfield TV Bcstg. Corp.—Mod. CP (BPCT-955) as mod. which authorized new comm. TV, for extension of completion date from 6/24/53 to 8/30/53 (BMPCT-1176).

KANG-TV Waco, Tex., Clyde Weatherby tr/as Central Tex. TV Co.—Mod. CP (BPCT-1072) which authorized new commercial TV, for extension of completion date from 7/12/53 to 1/15/54 (BMPCT-1175).

APPLICATIONS RETURNED

Stock Transfer

KSJO San Jose, Calif., Santa Clara Bcstg. Co.—Returned application for acquisition of 2,471 shares of stock by Patrick H. Peabody.

Renewal of License

Following renewal applications were returned:

WJQS Jackson, Miss.—Miss. Bcstg. Co. (BR-1891); **WMBC Macon, Miss.**—Miss. Bcstg. Co. (BR-1491); **KLVT Levelland, Tex.**—Herald Bcstg. Co. (BR-2311); **KVOW Littlefield, Tex.**—Southwestern Bcstrs. (BR-1704).

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editorials

Showdown on Strikes

THE FCC moved with dispatch last Thursday against an alleged "strike applicant." It dismissed the application of Arkansas Television Co. for vhf Ch. 7 in Pine Bluff, and granted the earlier application of Central-South Sales Co.

A fortnight ago, the FCC wrote a "McFarland Letter" to Arkansas TV Co., asking for an explanation of its application for Ch. 7. It had information that the application was designed to block service, this based on an investigation made on the ground by members of the FCC staff. The FCC received no reply within the 10-day period stipulated for a response. So it took the summary action.

This establishes precedent. It is courageous. It is a warning to those who have filed applications with no serious intent of following through. The FCC suspects there are at least two dozen such cases.

The immediate result should be salutary. Even more drastic action may be ahead. That would be by way of referring extreme cases to the Dept. of Justice for possible prosecution.

This is the kind of action responsible broadcasters, eager to get under way, have been awaiting. We congratulate Chairman Hyde and the FCC majority (Comr. Hennock not participating).

Low & Inside

BASEBALL may be the American game, but American principles of fair play and free enterprise are being ignored by advocates of the special baseball bill that has been reported favorably by the Senate Interstate and Foreign Commerce Committee.

The bill would exempt baseball from antitrust laws and enable big leagues to restore rule 1(d), a onetime league regulation that was rescinded when the leagues decided not to test its legality in court. That rule prevented a team from authorizing radio and or television broadcast of its games over stations in the territory of another club without the consent of the other club. It is obvious how rule 1(d) restricted teams and broadcasters from freely making broadcast agreements.

The unfortunate implications of an adoption of the new bill were clearly described last week in a special bulletin which the NARTB sent to its members. As the NARTB pointed out: "The public suffers most when restrictive agreements such as rule 1(d) are in effect." If passed, the bill "would establish a dangerous precedent; it would put the Congressional stamp of approval for the first time on restrictive agreements denying to radio and television broadcasters the right to negotiate for broadcast rights for program material in the open market."

However sympathetic Congressional baseball fans may be to the economic problems of organized baseball, they should not let their sympathies overcome their good sense. To date it has not been shown that radio and television have been significant factors in baseball's financial crisis or that the proposed legislation guarantees relief from that crisis.

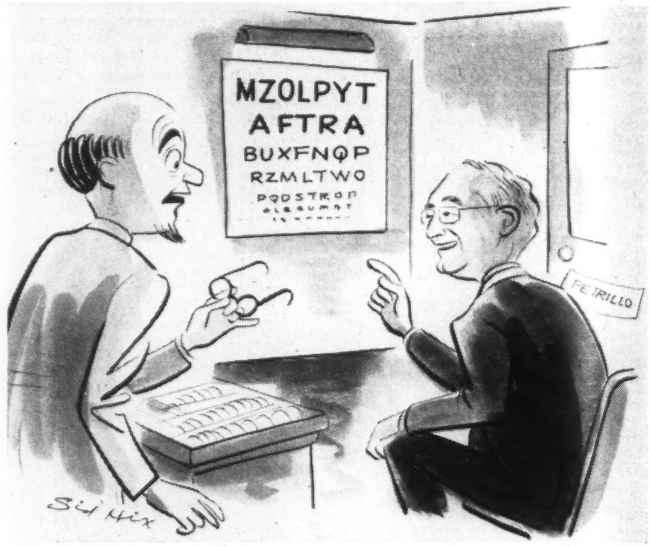
And even if it could be proved, as it cannot, that the bill is a sure way to improve baseball's balance sheets, there would still be reason to oppose it on the grounds of principle alone. Why the American game should be exempt from laws that apply to other American enterprises is a question no logician could explain.

McCarthy's Newest Machination

IT SEEMS Sen. Joe McCarthy can't keep his nose out of the broadcasting business. He now authors a bill to force all 3,000 stations (AM, FM, TV) to keep recordings of all broadcasts.

This is sheer nonsense. Even during wartime, the Government requirement was merely that foreign language scripts be preserved and that some talk programs be recorded for spot checks. This was done, without serious incident, on a self-regulating basis.

How would one record a full-days TV schedule? What about small stations that would be thrown into deeper red ink in taping a 12-16 hour schedule? This smacks of censorship; even thought control.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I can see everything, Doc, except that second line."

Life Is Like That

THE NEW *Life* magazine study of accumulative audiences of magazines, a weekly supplement, radio and television is worth remembering if only for an introductory note accompanying its announcement by the man who supervised the job.

Edward Miller, *Life* research director, wrote: "Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task." By that definition, the study which *Life* is now circulating could not have been done. But it was done and, as Mr. Miller said, it is impossible.

Life compares the accumulative audience of complete magazine issues and of a handful of radio and television shows. Despite *Life*'s elaborate explanation of this trick, its validity must remain in question. As Harper Carraine, CBS Radio research director said a fortnight ago [B•T, June 15], the device is "no simple comparison of apples and oranges; this is comparing houses with rooms—magazine houses with radio and TV rooms."

We suspect that in this instance they are glass houses. Gentlemen of broadcasting, the rock pile is this way. Start throwing.

Last Week's Obituaries

LAST WEEK'S obituaries recorded the passing of two notable personages—Lewis Allen Weiss and Dr. Douglas S. Freeman. Each in his own sphere held an important status in radio.

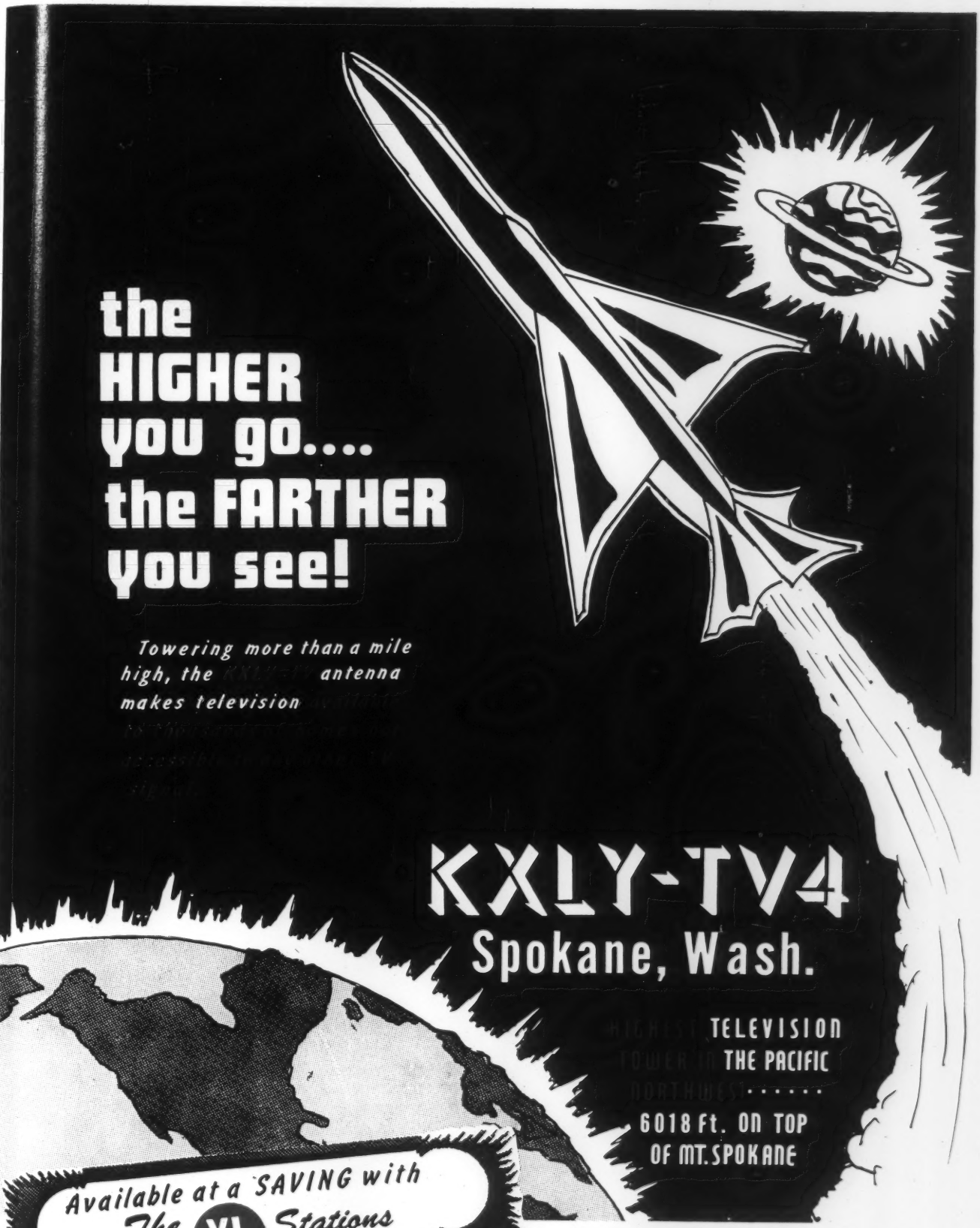
The attainments of Lew Weiss as head of Don Lee and as board chairman of Mutual are amply recorded in radio annals. He was a rugged free enterpriser, who would not capitulate to expediency, whether in government or in business. He looked to the day he could return to the art he helped pioneer, but he knew the malady with which he was afflicted. He didn't wait.

Dr. Freeman's status in radio is not so indelibly recorded. He was revered as an editor and biographer. For 34 years he edited the Richmond *News Leader*, which owns WRNL. For 28 years—until the day he died—he had been a radio reporter and commentator. In 1949, when Dr. Freeman relinquished his editorship, he elected to continue as a commentator. He could have written an occasional column or editorial.

Why did he choose radio? Morgan Beatty, NBC commentator, knew. Dr. Freeman told him that he would be "proud to be a radio reporter in the atomic age." The first man in the front line in modern warfare, the great editor said, is the "radio reporter." This, he said, is "the gravest responsibility in journalism today"—being at the microphone to tell the people at first hand; to prevent hysteria; to thwart enemy propaganda.

Each man—Weiss and Freeman—was gifted. One pioneered in radio as an art and profession. The other grew into it, in his zeal to serve on the journalistic front lines.

Neither had the opportunity to complete his work.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